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DAY 3 | THURSDAY, JUNE 18, 2015



Call of Duty: Black Ops III



Guitar Hero Live

## BANDAI NAMCO: PRAISE THE SUN!

DARK SOULS III LEADS ALL-STAR LINEUP OF HOTLY ANTICIPATED TITLES



Dark Souls III

**B**andai Namco Games America Inc. made a splash at E3 2015 with the announcement of *Dark Souls III*, the latest installment of the critically acclaimed and fan-beloved action-role-playing series. Developed by From Software, creators of all previous titles in the series, *Dark Souls III* will be helmed by Hidetaka Miyazaki, whose return following a supervisory role in *Dark Souls II* has been much anticipated by fans. *Dark Souls III* is scheduled for release in early 2016 on Xbox One, PlayStation 4, and PC.

*Dark Souls III* amplifies the series' hallmarks: a compelling storyline and rewarding gameplay

combined with a strong sense of achievement over intense challenges. The new game's sprawling, interconnected world delivers an increased sense of scale, offering players an even deeper immersion experience. With its setting of withered beauty beneath a faded, golden sky, Bandai Namco created an apocalyptic environment unlike any other.

*Dark Souls III* features a new combat system, which increases the options that players have at their disposal in battle. Different types of weapons allow for more robust move sets based on various associated techniques. For example, the Greatsword includes a lunge

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## ACTIVELY AMAZING

ACTIVISION BRINGS ITS BIGGEST AND BRIGHTEST HITS TO E3 2015

**A**t the 2015 Electronic Entertainment Expo (E3), Activision Publishing, Inc. showcased a thrilling lineup including first-person shooters, musical experiences, and toy-based games. Some of the most hotly anticipated releases include FreeStyleGames' *Guitar Hero Live*, Toys For Bob's *Skylanders SuperChargers*, and the all-new *The Taken King* content pack for Bungie's *Destiny*.

Perhaps the biggest weapon in Activision's arsenal is the latest in its record-selling military shooter franchise, *Call of Duty: Black Ops III*, slated for release in late 2015 for Xbox One, PlayStation 4, and PC. With development led by Treyarch, this latest chapter in the

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## CONTINUED FROM COVER

blockbuster *Call of Duty* franchise continues the series' forward-looking tradition by thrusting players into a scenario where soldiers have access to even more cutting-edge technology. Direct Neural Interface (DNI) is a sub-dermal technology that connects directly into a soldier's brain and spinal column, giving complete control over the host's physiology. DNI technology allows *Black Ops III*'s soldiers to reach unparalleled levels of coordination and information analysis in the battlefield. The game's elite cyber-soldiers include men and women who have enhanced their combat capabilities to new heights, powered by the latest bio-augmentation technology.

To capitalize on the current generation of gaming hardware, *Black Ops III* will feature larger environments than ever before, along with the ability for players to engage enemies as they choose in open-area gameplay. Players will enjoy massive replay ability, with no two engagements turning out the same way. To accommodate the larger environments and freeform play style, the development team at Treyarch completely overhauled *Call of Duty*'s A.I. system and created a new animation system, which will combine to challenge players in new ways.

Also new to the franchise are Cyber Cores and Cyber Rigs—modifications that allow an added degree of player customization. Cyber Cores provide a variety of skills, ranging from remote hacking and controlling drones to chain melee strikes. Cyber Rigs are passive upgrades that allow players to make use of advanced movement and defensive capabilities. All of these options empower teams to construct a variety of differently configured soldiers that have the flexibility to handle engagements in a wide

range of operations. In the game's Safe House, players can customize their bunks, show off their medals and achievements, and access *Black Ops III*'s wiki to gain further information about the game's painstakingly detailed setting.

*Black Ops III* also features a new momentum-based, precision-focused, chained-movement system, allowing players to fluidly move through environments with new levels of finesse—using controlled thrust jumps, power slides, and other such capabilities in a variety of combinations. With its Guns Up philosophy, *Black Ops III* lets players maintain full control of their weapons at all times, with 360 degrees of motion for all maneuvers. The game's maps are designed specifically for this new movement system, giving players power over how they use the environment for advanced tactics.

The game's multiplayer mode also introduces the new Specialist system, which lets players choose from one of nine elite soldiers, each with their own look, personality, voice, and battle-hardened weapons and abilities. Each of the nine Specialists can be ranked up, offering a new level-progression pathway. The Specialists system fundamentally changes the way players engage in combat at key points throughout a match, as each weapon and ability is designed with a role that makes that particular Specialist a unique force in the field.

On the lighter end of the spectrum comes *Guitar Hero Live*, FreeStyleGames' latest addition to the pop culture phenomenon. It features two ways to play, including a first-person point of view where players find themselves onstage as the star of the show in front of real crowds who react to the performance in real time. GHTV also represents a first: The 24-hour playable music video network lets

fans play their guitar controllers along to a collection of official videos—from the newest releases to favorite hits. GHTV lets players compete with their friends from anywhere around the world, as they battle for the highest scores on individual songs.

The simulated guitar is a major part of the experience, and *Guitar Hero Live* introduces a new guitar controller that features two rows of three buttons that better reflects the way that people naturally play the instrument. This simple innovation makes it easier for beginners to play—and challenging for veterans to master. For the first time ever, Activision is bringing the complete *Guitar Hero* experience to mobile devices, providing players with the same console experience anytime, anywhere. It will ship for PS4, Xbox One, Wii U, PlayStation 3, Xbox 360, and select mobile devices this fall.

Adding to Activision's impressive E3 lineup, the Bungie-developed online shooter *Destiny*—released last year for Xbox One, PS4, Xbox 360, and PS3—gets even more content September 15 with the release of its third major expansion pack, *Destiny: The Taken King*. The expansion features new powers and weapons, three additional subclasses, and an epic battle in the sky with a new foe named Oryx.

Activision is bringing innovation to another one of its hit franchises, with the launch of *Skylanders SuperChargers*. The game expands the franchise's signature toy-based gameplay by introducing vehicles, which create an entirely new way for fans to experience the magic of *Skylanders*. For the first time, players can explore and navigate the mountainous terrains, deep-sea environments, and wide open skies of the Skylands with detailed, articulated vehicles that are great for real-world play, and come to life in-game via the included Portal of Power accessory.

*Skylanders SuperChargers* is filled with tricked-out vehicles that afford players the freedom to speed across the Skylands' gravel roads in vehicular combat, race along roaring rapids, and engage in aerial dogfights as they barrel roll through enemy swarms. *SuperChargers* supports all 300+ *Skylanders* toys from previous games, enabling all characters to pilot land-, sea-, or sky-based vehicles. Players also have the ability to customize vehicles with modifications and upgradeable weapons. They can even pair the new *SuperChargers* characters with their signature vehicles to create a "SuperCharged" combination, unlocking an exclusive mod that revs up the performance of the vehicle and character. The game will be available September 20 in North America, September 24 in Australia and New Zealand, and September 25 in Europe.

Tony Hawk hits the asphalt once again in this fall's *Tony Hawk's Pro Skater 5* for PS4, Xbox One, PS3, and Xbox 360. This entry blends the series' classic street-shredding gameplay with seamless online multiplayer, as well as the option to create and share custom skate parks.

Two more games round out Activision's impressive E3 lineup. First, developer The Odd Gentlemen's *King's Quest* delivers a five-episode fairy tale based on Sierra's genre-defining adventure game series. The first episode arrives in July. And in the fall, Platinum Games' *Transformers: Devastation* pits Autobots against Decepticons with plenty of furious, third-person brawling and a dazzling cel-shaded look. Both games will hit PS4, Xbox One, PS3, Xbox 360, and PC.

From guitars, to fantasy adventures, to all-out warfare, Activision's amazing 2015 lineup features something for every one of its fans.



Skylanders SuperChargers



Destiny: The Taken King

JAMES HARDEN

STEPHEN CURRY

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J-Stars Victory Vs+



One Piece Pirate Warriors 3



Project X Zone 2

## CONTINUED FROM COVER

that allows players to absorb an attacking enemy's hit and triggers alternate strikes via the light and heavy-attack buttons. Combat is also enhanced by allowing players to charge up their heavy attacks, which makes them deal more punishment—but leaves their characters open to counterattacks while charging.

While Bandai Namco created a great deal of buzz with the announcement of *Dark Souls III*, that game represents only the beginning of the studio's offerings at E3 2015. Another major title for Bandai Namco this year is *Supernova*, a multiplayer online battle arena (MOBA), developed by Primal Game Studios for PC. Scheduled for a mid-2015 release, *Supernova* combines the traditional, addictive elements of a MOBA with the tactical command challenges of a real-time strategy game, for a completely unique take on the genre.

Variety is the watchword in *Supernova*, where human commanders must face down vast, unrelenting alien legions in a war for galactic supremacy. Both sides enjoy access to a wide variety of craftable accessories, customizable commander units, and devastating technology. But it is up to each side's players to put these resources to their best uses through quick wits and even quicker reflexes.

Speaking of quick reflexes, Bandai Namco offers *J-Stars Victory Vs+*, a fighting game celebrating the 45th anniversary of Japan's legendary Shonen JUMP

magazine, *J-Stars* puts the most famous characters from the JUMP universe in a single place for fans to use in arcade and two-on-two team battle modes. Both modes task players with completing tough, strategic, and exciting fighting challenges. Exclusively for PlayStation 3, PS4, and PlayStation Vita systems, *J-Stars Victory Vs+* releases on June 30.

Building on the success of its predecessors and taking advantage of next-gen technology, *Naruto Shippuden Ultimate Ninja STORM 4* comes to Xbox One, PS4, and PC. Based on the long-running and extremely popular anime and manga, *Naruto Shippuden Ultimate Ninja STORM 4* is the first game in the series for the new generation of consoles. The game features beautifully rendered graphics and a bigger cast of characters than ever before, drawing from the entire history of *Naruto Shippuden*.

Following right on its heels, Bandai Namco is bringing another monster from Japan: *Godzilla* for PS4 and PS3 comes to North America on July 14. Players can engage in some good, old-fashioned destruction as they step into the shoes of the famed kaiju, bashing their way through the world's biggest cities in an effort to absorb more G-Energy and power up to prepare for battles against monstrous rivals. The more havoc he wreaks, the bigger and badder *Godzilla* becomes. In the PS4 version, players can enjoy even more monsters and mayhem and can challenge other would-be world-destroyers in *Godzilla*'s online versus mode.

Beyond challenging each other on their home consoles, Bandai Namco is giving players plenty of ammunition to continue the fight on portables with *Project X Zone 2* for 3DS. Releasing this fall, the single-player, turn-based fighting game takes characters from many of the industry's most popular franchises—including SEGA's *Sakura Wars*, Capcom's *Resident Evil*, and Bandai Namco's own *Tekken*—and pits them against each other in strategic combat. The key to victory in *Project X Zone 2* is controlling space: Players must maneuver their characters into the right positions on their turns and then perform the right attacks using specific combinations.

Being at the right place at the right time is also key to the world of *One Piece*, the massively popular and long-running manga and anime series. The latest, *One Piece Pirate Warriors 3*, is Bandai Namco's new take on the iconic anime universe. Developed by Koei Tecmo Games, *One Piece Pirate Warriors 3* allows players to experience the original *One Piece* story from its beginnings in Fushia Village, all the way to the latest episodes of the still-evolving saga. Furious action and massive battles mean that *One Piece Pirate Warriors 3* delivers more action than any *One Piece* game ever has before. In addition to the PS4, PS3, and Vita versions coming this August, *One Piece Pirate Warriors 3* will be the first *One Piece* title to ever release for PC via the Steam platform, expanding its reach to a whole new audience of gamers.

Finally, Bandai Namco is showing *Tales of Zestiria*, which is the

latest in the classic *Tales* series of Japanese-style role-playing games from Bandai Namco's own internal development studios. Due out this fall for PS4, PS3, and PC, *Tales of Zestiria* weaves an epic, all-new adventure that is set in a fantasy world filled with magic, knights, dragons, and mystery. Featuring the series' trademark instant aggression combat, with seamless transitions from exploration to real-time battle, *Tales of Zestiria* is sure to please newcomers and series devotees alike.

A commitment to fan-favorites, both from the world of gaming and the wider world of entertainment, Bandai Namco's lineup at E3 demonstrates the publisher's ability to grow its already massive fan base even wider.

*Naruto Shippuden Ultimate Ninja STORM 4*

Real People. Real Results.





Earth Defense Force 4.1: The Shadow of New Despair

# HEROES, NINJAS, VAMPIRES, CORPSES, FAIRYTALES

XSEED SPOTLIGHTS FAN-FAVORITE FRANCHISES

**X**SEED Games has an impressive portfolio of hit game series. This year the publisher showcases its mastery of creating and growing ever more popular franchises.

The fan-favorites begin this summer with survival-horror game *Corpse Party: Blood Drive* for PlayStation Vita. This 3D-rendered finale to the *Corpse Party* series brings players the puzzles, traps, and monsters they love, plus new ways to attack and defend. Simulated surround sound, eight extra chapters, and loads of unlockables make it the most expansive *Corpse Party* yet.

Tactical shooter *Earth Defense Force 2: Invaders from Planet Space* also arrives this summer for Vita. This expanded prequel to *Earth Defense Force 2017* allows players to choose from three classes—Ranger, Pale Wing, and Air Raider. Seventy-eight missions and a new four-player co-op mode let them use conventional and futuristic weapons against a force of giant insects.

Still in space, a re-imagining of last year's *Earth Defense Force*

2025 comes this fall to Vita, in tactical shooter *Earth Defense Force 4.1: The Shadow of New Despair*. Boasting an impressive graphical upgrade and 50 percent more content, it lets players choose among Ranger, Wing Diver, Air Raider, or Fencer classes, and control additional soldiers. Teamwork is key for the game's 98 missions, as well as its two-player local and four-player online co-op.

From cold space to cold steel, fantasy role-playing game *The Legend of Heroes: Trails of Cold Steel* takes players to the nation of Erebonia. This fall, a lore-packed story has players bonding via the new Combat Link system, and turn-based combat is enhanced with the new "ARCUS" skill advancement. The new cross-save feature lets players extend games across PlayStation 3 and Vita.

Fantasy next becomes fairytale in *Return to PopoloCrois: A Story of Seasons Fairytale*. This role-playing/simulation hybrid lets players explore a colorful story mode, as well as optional dungeons and quests. Bug-catching, crop-raising, and item-hunting await (with some treasures found via StreetPass).

The farming fantasy begins this winter on 3DS.

This summer, tough vamps get tougher with *Onechanbara Z2: Chaos* for PlayStation 4. Vampire sisters turn into demons and perform tag-team combos to take out zombies and players earn weapon upgrades and alternate outfits for them. The game offers an elaborate storyline, 12 stages, and over-the-top combat.

Players who can never get enough ninjas need only look to *Senran Kagura 2: Deep Crimson* this summer for 3DS. Twelve original characters return to continue on where *Senran Kagura Burst* left off. Bounce physics and Japanese voiceovers combine with new tag-team tactics and two-player local or online co-op story mode, resulting in a naughty-but-nice fighting game.

Winter heats up this year as even more of these beautiful ninjas hit the beach in *Senran Kagura: Estival Versus*. Full anime cut-scenes, an in-depth story, and two dozen playable characters (each with a unique fighting style) result in wacky 10-player (for PS4) and

four-player (for Vita) online battles. Players can also challenge each other in multiplayer modes, such as deathmatch and Understorm.

XSEED's current lineup demonstrates not only a talent for creating long-lasting, quality game series, but an ability to constantly reinvent those series for new generations of gamers.



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# ESA MEMBER LISTING

AS OF APRIL 2015

345 Games

505 Games

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Capcom Co., Ltd.

Deep Silver

Disney Interactive Studios, Inc.

Electronic Arts, Inc.

Epic Games, Inc.

Focus Home Interactive

Grey Box

GungHo Online Entertainment  
America, Inc.

Konami

LEVEL-5 Inc.

Little Orbit, LLC

Mad Catz Interactive, Inc.

Microsoft Corporation

Natsume, Inc.

Nexon America, Inc.

Nintendo of America, Inc.

NVIDIA

Slang

Sony Computer Entertainment  
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Square Enix Ltd.

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Tencent

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Wargaming Public Company, Ltd.

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XSEED Games



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### GRANTMAKING ACTIVITIES

Each year, our grants help connect youth to educational computer and video games, contributing to a more digitally advanced generation. Programs we support help reinforce math and science skills, enliven history, increase civic participation, and prepare students for college. We also offer an Education Challenge Grant for teachers who incorporate digital learning and technology directly into their curricula.

### COLLEGE SCHOLARSHIPS

To encourage diversity in the computer and video game industry and support the development of its future leaders, we provide annual scholarships to women and minority students who aspire to work in one of America's most vibrant industries. The scholarships are offered for full-time undergraduate study at accredited four-year colleges and universities in the United States.

### "A NITE TO UNITE - FOR KIDS"

Every October, ESAF hosts "A Nite to Unite - for Kids" (NTU), its signature fundraiser. NTU is an unprecedented effort by the computer and video game community to come together and make a difference in the lives of America's youth while celebrating the industry's success.

### PLEASE SUPPORT OUR EFFORTS

For a full list of ESAF's programs and beneficiaries, or to learn how you can support our efforts, please visit [www.esafoundation.org](http://www.esafoundation.org), like us on Facebook, and follow us on Twitter: @ESA\_Foundation.



# ESA FOUNDATION AND EXTRA LIFE PARTNER TO RAISE MILLIONS FOR CHILDREN

DOING GOOD FOR THE MOST IMPORTANT PEOPLE IN THE WORLD

**G**amers are a generous group. Their commitment to giving is on display each fall, when tens of thousands of gamers come together for Extra Life, a 24-hour video game marathon and fundraiser—supported by the ESA Foundation—that benefits Children's Miracle Network (CMN) Hospitals across North America.

Extra Life has raised more than \$14 million since 2008 to help provide outstanding pediatric health care to every child in need, regardless of their family's ability to pay. The ESA Foundation has proudly supported Extra Life since 2013 and partnered with the group in 2014 to feature a new ESA Foundation Challenge. The challenge awarded \$30,000 grants to Dell Children's Hospital

in Austin, Texas, and UCSF Benioff Children's Hospital in Oakland, California, for achieving top fundraising totals.

These funds support the treatment of children like Leyia, a six-year-old living with sickle cell disease, a genetic blood disorder that can cause lifelong problems including pain, fatigue and organ damage. Leyia receives treatment at UCSF Benioff's Center for Sickle Cell Disease and Thalassemia, the world's most comprehensive clinical and research center for the debilitating disease.

**Extra Life 2015 will take place November 7, 2015.** To participate in this life-changing event, visit [extra-life.org](http://extra-life.org), or stop by the Extra Life table in the West Hall Lobby.



Leyia gives a thumbs up during a treatment session.



## THE BIG LEAGUES AND THE UP-AND-COMERS

PRO VS. GI JOE AND INDIECADE HIGHLIGHT THE DIVERSITY OF E3

**E**3 is hosting two extraordinary events in 2015. One will bring big league sports celebrities to the show and the other aims to nurture talented independent developers and show off their creative achievements.

**Pro vs. GI Joe** pits sports heavyweights against U.S. servicemen and women and lucky E3 attendees. On Wednesday, June 17, the organization plays host to members of the L.A. Dodgers, who will participate in tournaments with the troops and fans. Plenty of Dodgers-themed prizes will be on offer, including tickets to Wednesday's game against the Texas Rangers.

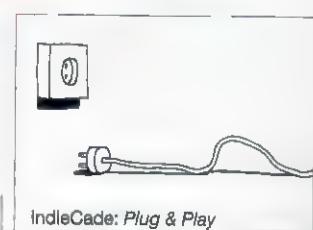
**IndieCade** offers a prize of a different sort, giving independent developers the chance to showcase carefully selected games to tens of thousands of industry professionals. This year's lineup is wildly diverse,

ranging from the educational to the artistic to the surreal. The titles *Synonymy* and *Earth Primer*, for example, help teach students about words and our planet, respectively. *Shape of the World* is a procedurally populated walking simulator, while ...&maybetheywon'tkillyou is a performative empathy experience about being poor and black in

America. Meanwhile, *Plug & Play* is interactive animation that explores themes of love via electrical plugs. This is only a small sampling of the games on display in the IndieCade booth. This year's IndieCade developers are as diverse as their games, so be sure to stop by to get a glimpse at the future.



IndieCade: *Shape of the World*



IndieCade: *Plug & Play*



IndieCade: *Earth Primer*

The major players of the industry are collaborating to decide the future of video games.

# Join the conversation.

The Entertainment Software Association (ESA) supports the interactive entertainment software industry by providing insight, knowledge and assistance to help companies move forward and achieve their goals. ESA's knowledge and expertise covers many issues faced by today's computer and video game publishers.

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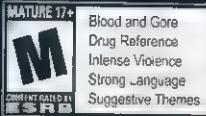
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# NVIDIA'S SHIELD

## ANDROID TV CONSOLE BRINGS CLOUD GAMING TO THE LIVING ROOM

NVIDIA Corporation's upcoming SHIELD Android TV console is making its public debut at E3 2015 for attendees to test drive in its final consumer-ready form. Powered by the 64-bit Tegra X1 processor, the SHIELD is engineered to impress the world's most dedicated console, PC, and mobile gamers. The SHIELD comes with the company's own high-quality controller, and will support various app functionality as we

The SHIELD Android TV console leverages NVIDIA's GRID cloud gaming technology, allowing players to stream games from the web just like any other streaming media. GRID renders 3D games in cloud servers, encodes each frame instantly, and streams the result to any device with a wired or wireless broadband connection. This cloud-based streaming also offers the benefit that players will be able to start games on one platform and switch to another.

A wide variety of game styles and sources will be made available to the SHIELD Android TV console. Android titles optimized for SHIELD will be a key component and available for download, for instance, while various triple-A titles are available via the GRID

streaming service. A GRID subscription includes access to 50 titles—including *Batman: Arkham Origins*, *GRID 2*, and *Metro: Last Light Redux*—and additional titles will be added to the service each week. SHIELD owners can use the console's GRID functionality to purchase and stream many of the newest blockbuster games, including *Batman: Arkham Knight*, *The Witcher 3: Wild Hunt*, and *Doom 3: BFG Edition*. These titles will come to the SHIELD Android TV console later this year.

"The incredible processing power of Tegra X1 enables us to bring *Doom 3: BFG* to Android, and we're excited by the possibilities that GRID is bringing to gaming," said Tim Willits, studio director at id Software.

Jun Takeuchi, managing corporate officer at Capcom, said, "Tegra X1's enormous processing capabilities running on Android TV gives us access to a much broader audience and we're delighted to partner with NVIDIA to explore a variety of exciting possibilities for SHIELD."

Confirmed launch titles for the SHIELD Android TV console include Gaijin Entertainment's *War Thunder*, a massively multiplayer

combat game that puts gamers in the role of pilots and tankers fighting with real players all over the world. Cross-platform play is available on PC, PlayStation 4, Mac OS, Linux, and OnLive Cloud Lift. Croteam's *The Talos Principle*, a philosophical first-person puzzle game built on Croteam's Serious Engine 4 technology, takes advantage of the SHIELD's processing power by using a new proprietary method to scan real-world locations and historical elements into the game world. Meanwhile, *JUUU*—developer Flying Wild Hog's family-friendly platformer—delivers the only version of the game that runs at true 1080p HD. Roll 7's *OlliOlli*, Dennaton Games' *Hotline Miami*, Vagabond Dog's *Always Sometimes Monsters*, and Vlambeer's *Luftrausers* will also be available at launch.

The console comes complete with a variety of popular Android apps—notably the Google Play Store, YouTube, Google Play Movies & TV, Google Play Music, Photos & Videos, and the PLEX media streaming service. Scheduled for release later this year, the SHIELD Android TV console will be available at major retailers around the world.





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# 2015

## SHOW INFORMATION



### ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 between South Hall and West Hall.
- West Hall Lobby, across from the Galaxy Café.

### Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

### Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 between South Hall and West Hall.

### College Game Competition

- South Hall, Booth 3023.

### E3 Information Counters

- South Hall Lobby.
- West Hall Lobby.
- Please stop by our Information Counters if you have questions, or need assistance.

### E3 Show Management Office

- West Hall, Level 2, Room 509.

### Exhibitor List and Profiles

- Please refer to pages 30-47 of this publication, or refer to [www.E3Expo.com](http://www.E3Expo.com).

### Exhibit Hall Maps

- Please refer to pages 22-29 of this publication.

### First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

### Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts and gourmet food trucks are available along the outdoor Concourse walkway.
- Groundworks Coffee South—Adjoining Compass Café seating area.
- Groundworks Coffee West—Level 1, behind Galaxy Court.

### Hotel Information Counter

- South Hall Lobby (adjacent to registration).

### Into the Pixel 2015

- Concourse Foyer.
- This juried art exhibition showcases the art and artists behind the games.

### International Lounge

- South Hall (Level 2, between 300 and 400 meeting rooms).

### International Registration (for all non-U.S. residents)

- South Hall Lobby.  
(Interpreter Services available.)

### Internet Access

- Wireless Internet access is available in the South Hall Lobby, Compass Café, West Hall Lobby, and Galaxy Café areas.
- The cost is \$21.95 per day. Please look for the wireless network "E3Expo."
- For those with older model devices that do not support 5GHz, please utilize your 3G or 4G cellular connection.

### Interpreters

- Interpreters are available at International Registration, located in the South Hall lobby.

### Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

### Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.
- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

### Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

### Mobile & Social Game Pavilion

- South Hall, Booth 2823.

### Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:  
*Comprar Magazine*  
*Edge*  
*Gamers-On*  
*Kidscreen*  
*MCV*  
*PocketGamer Connects*  
*TWICE*  
*Walmart GameCenter Magazine*

### Registration

- **Attendees:** South Hall Lobby.
- **Exhibitors:** Kentia Hall Foyer (take escalators down from South Hall Lobby).
- **International:** South Hall Lobby.
- **Media:** Petree Hall (in Media Center).

### Security Offices

- South Hall (adjacent to exhibit floor entrance).
- West Hall (Level 1, next to elevators).

### Shuttle Buses

- Please refer to page 20 for a list of all E3 shuttle routes and hotels.
- Attendees who booked in the official E3 Hotel block receive a complimentary shuttle wristband.

# 2015 SHOW INFORMATION

- To purchase a wristband (\$75), please visit the E3 Show Office (West Hall, Level 2, Room 509).

## Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3.  
*Thank you for your cooperation.*

## Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

## Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). *Note: motorized wheelchairs must be ordered in advance for a fee.*

## GET THE SCOOP ON EVERYTHING E3

ONLINE AT [E3INSIDER.COM](http://E3INSIDER.COM)

- Live streaming press conferences
- VIDEOS and PHOTOS - live from E3
- DETAILS on E3 exhibitor products
- All SHOW DAILY stories
- E3 FLOORPLANS, heat maps
- And much, much more

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**SEARCH YOUR APP  
STORE OR GOOGLE PLAY FOR:  
E3 2015**

AVAILABLE ONLINE AT:  
<https://m.core-apps.com/e32015>

# HOURS OF OPERATION

	TUESDAY, JUNE 16	WEDNESDAY, JUNE 17	THURSDAY, JUNE 18
<b>Exhibits:</b>	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
<b>Registration:</b>	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
<b>Meeting Rooms:</b>	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.



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LOS ANGELES  
CONVENTION CENTER  
June 16 –18, 2015

# Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Hilton	7	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	7	Curbside on El Camino
DoubleTree Downtown	2	Curbside on Los Angeles Street
Hilton Checkers	3	Walk to Millennium Biltmore - Grand Ave. Entrance
Hilton Garden Inn / Hollywood	6	Curbside on Highland Ave.
Hilton Universal City	8	Front Entrance - Circle Drive
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
JW Marriott Santa Monica Le Merigot	9	Curbside in Front of Hotel
Kawada Hotel Los Angeles	2	On 2nd Street - Corner of Hill
LA Hotel Downtown	1	Walk to Westin Bonaventure - Curbside on Figueroa St.
Le Meridien Delfina Santa Monica	9	Curbside in Front of Hotel
Loews Hollywood Hotel	6	Johnny Grant Way (Side Doors)
Loews Santa Monica	9	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Walk to the Sheraton - Curbside on Hope
Millennium Biltmore	3	Curbside on Grand Ave. - End of the driveway
Miyako Hotel	2	Curbside in Front of Hotel
O Hotel	3	Curbside in Front of Hotel
Radisson Hotel at USC	5	Front Entrance
Ritz Milner Los Angeles	3	Curbside in Front of Hotel
Sheraton Downtown	3	Curbside on Hope
Sheraton Universal	8	Front Entrance
Standard Downtown LA	1	Across Street on Flower - NW corner of 6th & Flower
The Garland (formerly the Beverly Garland)	8	Curbside in Front of Hotel
The Historic Mayfair	4	Curbside on 7th Street
The Line – Los Angeles	4	Curbside on Normandy
Westin Bonaventure Hotel	1	Figueroa Street Entrance

The following hotels are walking distance to the LACC: JW Marriott at LA Live, Courtyard at LA Live, Residence Inn at LA Live, Ritz-Carlton, Luxe City Center and the Figueroa Hotel

## Hours of Service

### Routes 1-5:

#### Downtown

##### Tuesday, June 16

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

##### Wednesday, June 17

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

##### Thursday, June 18

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

\* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

Schedule may vary due to traffic and weather conditions

Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 900-9525  
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By:



Production Transport

### Routes 6-9:

#### Hollywood / Century City / Beverly Hills / Universal / Santa Monica

##### Tuesday, June 16

10:00 am – 2:00 pm	Every 15-20 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 15-20 minutes

##### Wednesday, June 17

8:00 am – 11:00 am	Every 15-20 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 15-20 minutes

##### Thursday, June 18

8:00 am – 11:00 am	Every 15-20 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 15-20 minutes

\* Departs convention center on the hour and half-hour

Routes 6-9 depart from West Hall

### Airport Shuttle

Express Service to LAX from LACC West Hall  
Purchase tickets at the West Hall Shuttle Information Desk

#### Thursday, June 18

1:00 pm - 7:00 pm  
every hour on the hour

**TICKETS:** \$15.00 per person

**Note:** This is a preliminary shuttle schedule and is subject to change.  
Please check the signage in your hotel lobby, upon your arrival in Los Angeles, for the most current information.

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**2015**

# SOUTH HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2015

Los Angeles Convention Center  
June 16-18, 2015

**BOOTHS 223-3254**



## KEY

2447	DREAMGEAR	2562	WIT ENTERTAINMENT
2451	CREATIVE MIND INT.	2563	VUZIX CORPORATION
2455	WORLDWIDE GAMING TV	2646	MAYFLASH LIMITED
2458	GI-CLUSTER	2647	GAMECHURCH.COM
2463	CHETU	2650	CRYPTO GAMES
2548	BR-1 AMERICA	2651	WHAT'S IN THE BOX?
2547	MECCA ELECTRONICS	2655	DYNAMIC ESSENTIALZ
2550	EZ GAMES DIST.	2658	X-GAMES INC.
2551	CHINA UNIVERSAL PRESS	2659	FAT OWL
2554	NOW COMPUTING	2662	FOVE INC.
2555	GAMEWORLD DIST.	2663	LIQUID
2558	RAM ROM GAMES	2746	UCC DISTRIBUTING
		2747	HONG KONG T.D.C.
		2750	CUBICLE NINJAS
		2751	AZURADISC.COM
		2754	BUDGAMES





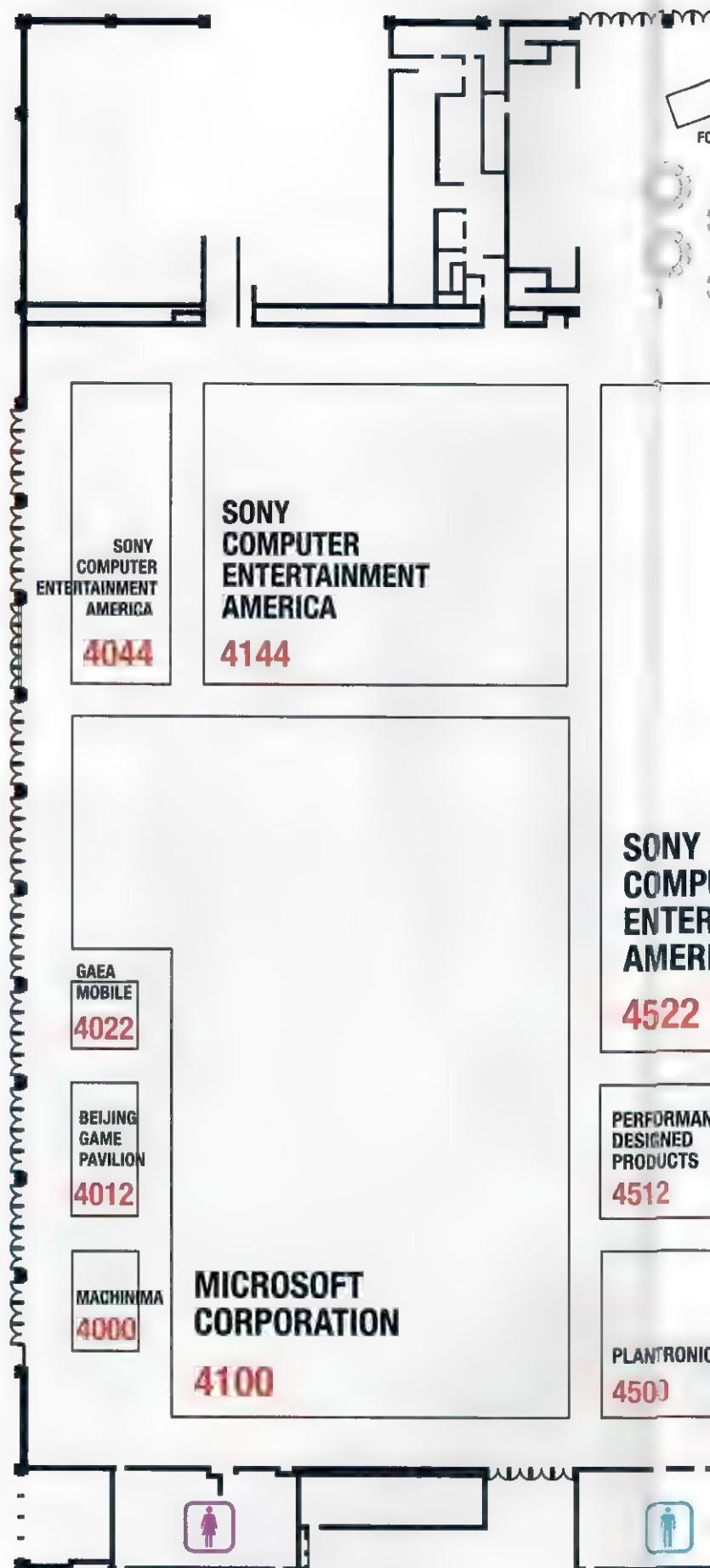
**2015**

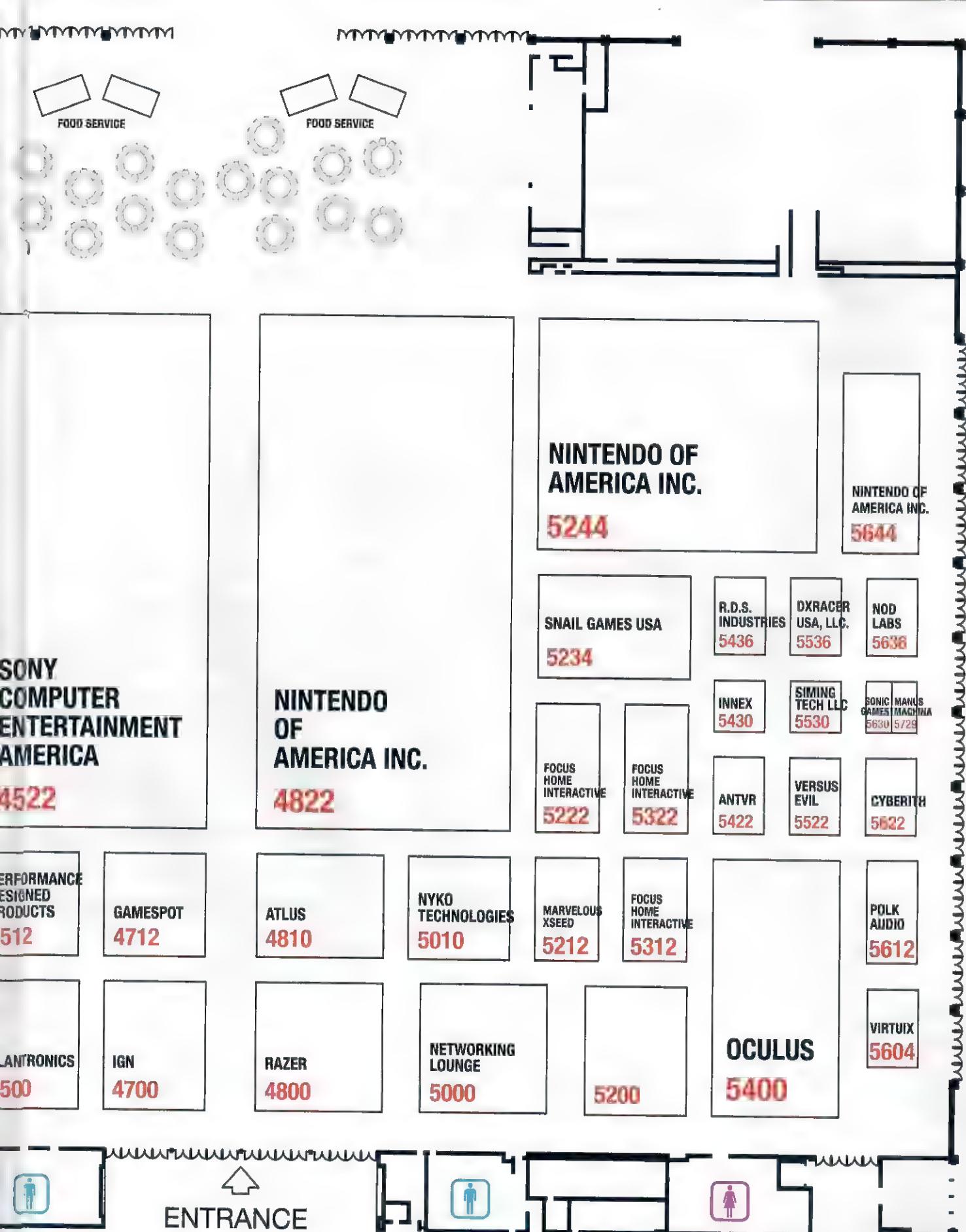
# WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2015

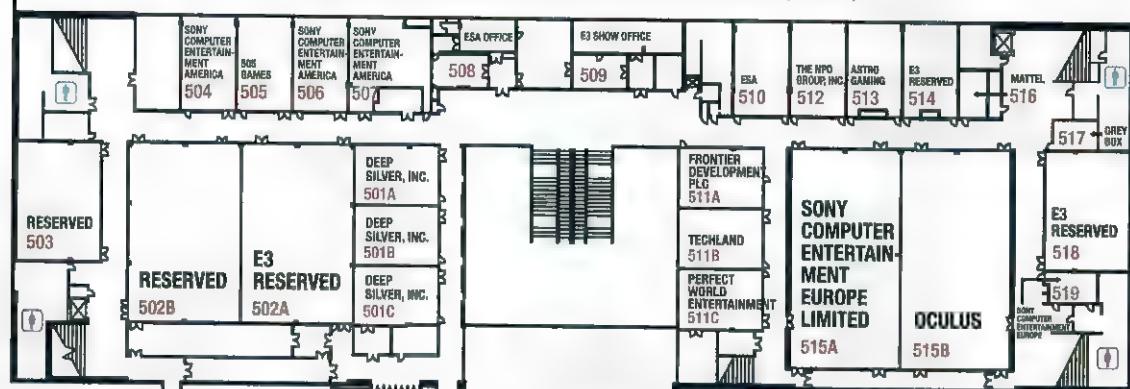
Los Angeles Convention Center  
June 16-18, 2015

**BOOTHS 4000-5729**

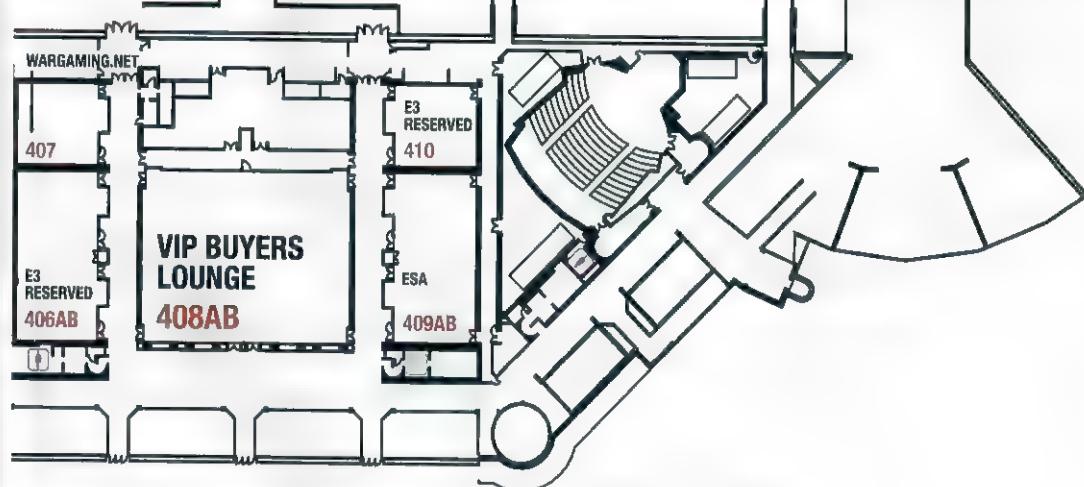




## WEST PERMANENT MEETING ROOMS (PMR)



## MEETING ROOMS (PMR)





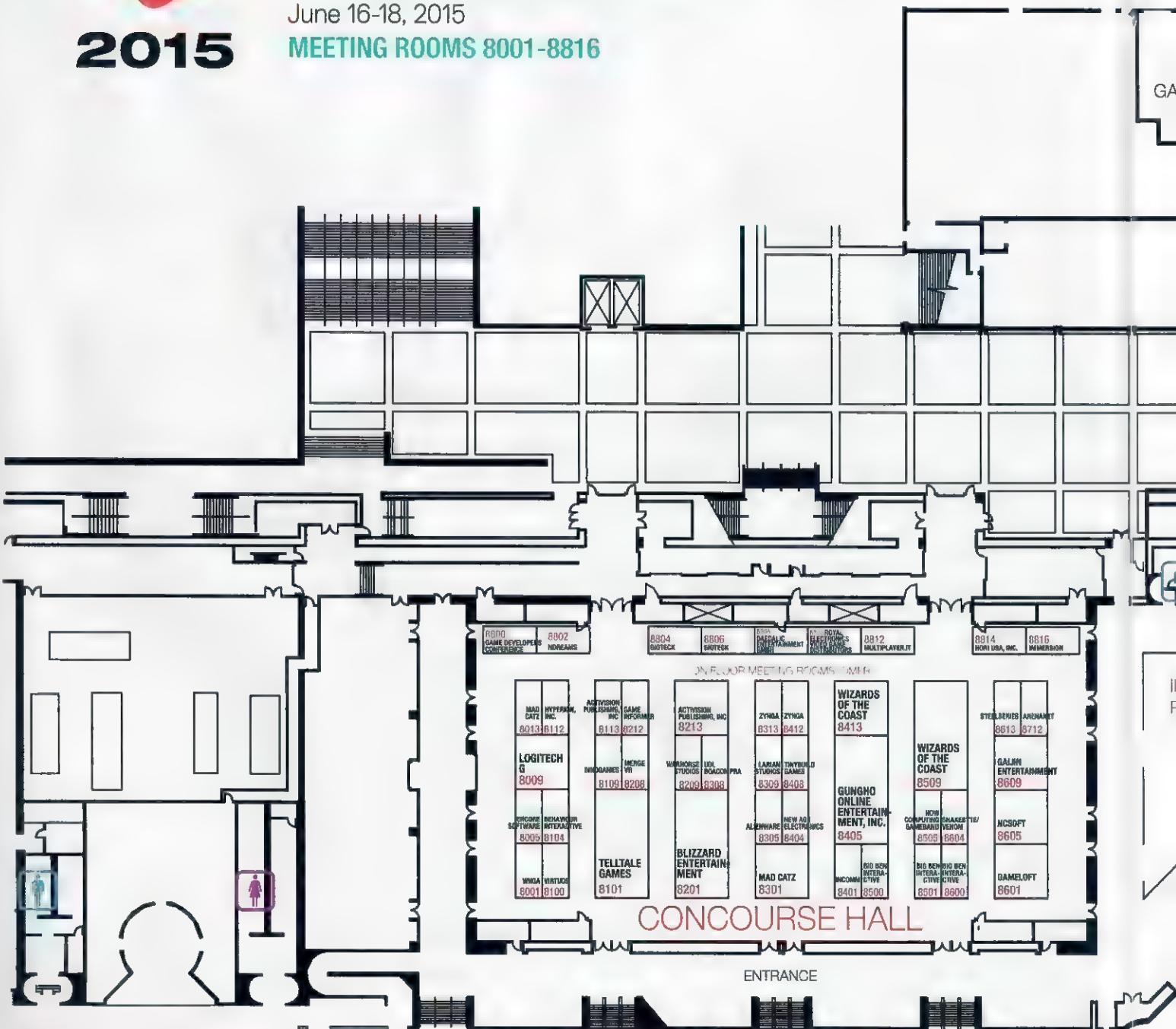
**2015**

# FIRST LEVEL: CONCOURSE AND PETREE HALLS

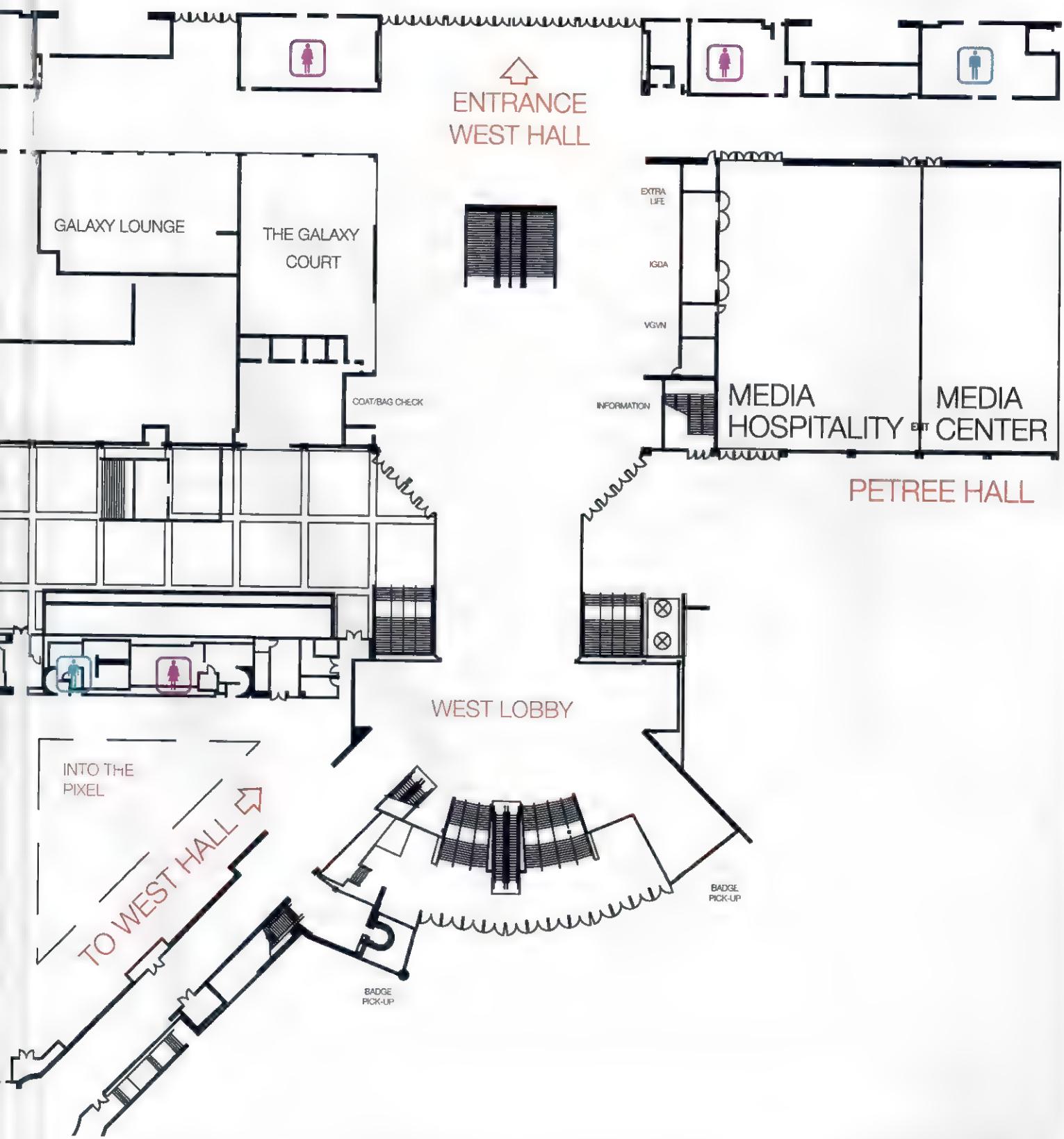
ALL PLANS CURRENT AS OF MAY 15, 2015

Los Angeles Convention Center  
June 16-18, 2015

MEETING ROOMS 8001-8816



TO SOUTH HALL



• FIRST 500S COMPANY	EXHIBIT SPACE	• FIRST 500S COMPANY	EXHIBIT SPACE
• 3 Queens .....	2843 South	• Capcom U.S.A., Inc. ....	2423 South
505 Games .....	PMR 505	ChangYou.com Limited.....	4012 West
Abysmal Ninja LLC .....	2823 South	Chengdu Westhouse Shiyou Technology Co., Ltd. ....	4012 West
Academy of Art University, School of Game Development .....	3023 South	Chetu Inc .....	2463 South
Academy of Interactive Arts & Sciences .....	Concourse Foyer	China Universal Press & Publication Co.,Ltd. ....	2551 South
• Activision Publishing, Inc. ....	1647 South	• CI GAMES S.A. ....	PMR 306A
.....	PMR 304C	College Game Competition.....	3023 South
.....	PMR 305	ComonGames .....	2863 South
.....	PMR 403B	Connect@E3 .....	1043 South
.....	PMR 404AB	CPU Magazine .....	2755 South
.....	OFMR 8113 Concourse	Crayola Color Alive.....	2823 South
.....	OFMR 8213 Concourse	Creative Mind Interactive, Inc.....	2451 South
AHED 3D TECHNOLOGY .....	2763 South	Crytek .....	PMR 304B
Alienware .....	OFMR 8305 Concourse	• Crytivo Games. ....	2650 South
• ANTVR .....	5422 West	• Cubicle Ninjas .....	2750 South
ArenaNet .....	OFMR 8712 Concourse	Curse Inc. ....	813 South
• Astro Gaming .....	PMR 513	• Cyberith .....	5622 West
• ATLAS .....	4810 West	Daedalic Entertainment.....	OFMR 8808 Concourse
Azubu .....	OFMR 3058 South	• Deckbound .....	2823 South
Azuradisc.com .....	2751 South	Deep Silver, Inc. ....	PMR 501ABC
Baidu Mobile Game .....	4012 West	DGL Group .....	2759 South
• BANDAI NAMCO Entertainment America Inc .....	PMR 301AB	DigiPen Institute of Technology.....	3023 South
.....	PMR 302	• Disney Interactive .....	2023 South
.....	PMR 303AB	• DotEmu .....	2823 South
Behaviour Interactive .....	OFMR 8104 Concourse	dreamGEAR.....	2447 South
Beijing Game Pavilion .....	4012 West	DXRacer USA, LLC .....	5536 West
Beijing Guang Yu-zaixian Sci-Tech Co., Ltd. ....	4012 West	• Dynamic Essentialz .....	2655 South
Beijing Perfect World Network Technology Co., Ltd. ....	4012 West	• Easars Digital GmbH .....	2846 South
Bethesda .....	623 South	• Electronic Arts .....	1601 South
Bigben Interactive .....	OFMR 8500 Concourse	.....	PMR 401
.....	OFMR 8501 Concourse	.....	PMR 403A
.....	OFMR 8600 Concourse	Encore Software .....	OFMR 8005 Concourse
• BitBox Ltd .....	547 South	Extra Life .....	West Hall Lobby
• Blizzard Entertainment .....	OFMR 8201 Concourse	EZ GAMES / EZ CARDS DISTRIBUTION INC. ....	2550 South
• Bloody .....	413 South	Fat Owl.....	2659 South
Blue Microphones .....	2854 South	• Focus Home Interactive .....	5322 West
BR-1 America, Inc. ....	2546 South	.....	5312 West
Brigham Young University .....	3023 South	FOVE Inc. ....	2662 South
BudGames .....	2754 South	Frontier Developments Plc .....	PMR 511A
.....	.....	• Gaea Mobile .....	4022 West

## COMPANY

## EXHIBIT SPACE

GAEMS Inc.	1347 South
Gaijin Entertainment	OFMR 8609 Concourse
Game Developers Conference	OFMR 8800 Concourse
Game Informer	OFMR 8212 Concourse
Gamechurch.com	2647 South
GAMELOFT	OFMR 8601 Concourse
GameSpot	4712 West
GAMEWORLD DISTRIBUTORS	2555 South
gi-Cluster [Gaming and Creative Technologies & Applications Cluster]	2459 South
Gloeteck	OFMR 8804 Concourse
	OFMR 8806 Concourse
GREN iMedia Corp.	OFMR 2955 South
Grey Box	PMR 517
GungHo Online Entertainment Inc.	OFMR 8405 Concourse
Hong Kong Trade Development Council	2747 South
• Hori USA, Inc.	OFMR 8814 Concourse
Hyperkin, Inc.	OFMR 8112 Concourse
IEP	2762 South
	PMR 304A
IGN	4700 West
Immersion	OFMR 8816 Concourse
InComm	OFMR 8401 Concourse
• IndieCade: The International Festival of Independent Games	601 South
• Inxess Inc	5430 West
InnoGames	OFMR 8109 Concourse
International Game Developers Association (IGDA)	West Lobby
Into the Pixel	Concourse Foyer
INTRALOT INTERACTIVE S.A.	2459 South
• Konami Digital Entertainment, Inc.	2401 South
Larian Studios	OFMR 8309 Concourse
Layabox Ltd.	4012 West
• LazyLand	2459 South
Liquid	2663 South
• Little Orbit	PMR 307
Logitech G	OFMR 8009 Concourse
Machinima Inc.	OFMR 4000 West

## COMPANY

## EXHIBIT SPACE

• Mad Catz Inc	2823 South
	OFMR 8301 Concourse
	OFMR 8013 Concourse
• MADFINGER GAMES, a.s.	417 South
• Manus Machina	5729 West
Mattel	PMR 516
• Maximum Games	2800 South
MAYFLASH LIMITED	2646 South
Mecca Electronics	2547 South
• Merge VR	OFMR 8208 Concourse
• Microsoft Corporation	4100 West
Mobile and Social Game Pavilion	2823 South
Multiplayer.it	OFMR 8812 Concourse
Natsume Inc.	513 South
NCSOFT	OFMR 8605 Concourse
• nDreams	OFMR 8802 Concourse
NetEase Games	OFMR 2855 South
New Age Electronics	OFMR 8404 Concourse
Nintendo of America Inc.	4822 West
	5244 West
	5644 West
Nod Labs	5636 West
Now Computing - Gameband	2554 South
	OFMR 8505 Concourse
NTT Resonant Inc.	2823 South
• NVIDIA Corporation	2823 South
	PMR 309
Nyko Technologies	5010 West
Oculus	5400 West
	PMR 515B
Ourpalm Co., Ltd.	4012 West
Paradox Interactive	OFMR 2861 South
	OFMR 2960 South
Paspartu Localization Services	2459 South
PATCH TECH	2823 South
PeaceOFF	2459 South
• Perfect World Entertainment	PMR 511C
• Performance Designed Products	4512 West
Plantronics	4500 West
Playseat	OFMR 2947 South

• FIRST LOOKS	COMPANY	EXHIBIT SPACE	• FIRST LOOKS	COMPANY	EXHIBIT SPACE
• Polk Audio...		5612 West	Turtle Beach.....	1347 South	
Prima Games/BradyGames.....		3013 South	TWITCH.....	2803 South	
Pro Vs. GI Joe.....		847 South	U1 Game Digital Entertainment Beijing Co., Ltd. ....	4012 West	
Qihu Technology Co., Ltd.....		4012 West	• Ubisoft Entertainment.....	1023 South	
R.D.S. INDUSTRIES INC.....		5436 West		PMR 308A	
Ram Rom Games VIDEO GAME DISTRIBUTOR.....		2558 South		OFMR 2951 South	
Razer.....		4800 West		OFMR 3050 South	
• RIZING GAMES.....		2823 South	UCC DISTRIBUTING INC.....	2746 South	
RoundTable Studio.....		2823 South	University of Utah Entertainment Arts and Engineering Program.....	3023 South	
Royal Electronics Inc			UOL BoaCompra.....	OFMR 8308 Concourse	
VIDEO GAME DISTRIBUTOR.....		OFMR 8810 Concourse	UZONE.....	2850 South	
Samsung Electronics Co., Ltd.....		OFMR 3246 South	Vancouver Film School.....	3023 South	
		OFMR 3250 South	• Versus Ev.I LLC.....	5522 West	
		OFMR 3254 South	Video Game Voters Network .....	West Hall Lobby	
Savannah College of Art & Design.....		3023 South	Videogame History Museum .....	.223 South	
Seasun Holdings Limited.....		423 South	Virtuix Inc.....	5604 West	
SEGA Games Co., Ltd.....		PMR 501A	Virtuos.....	OFMR 8100 Concourse	
• Simeng Tech LLC.....		5530 West	• Vuzix Corporation.....	2563 South	
• Smillegate.....		435 South	Walmart GameCenter / EGM Media.....	OFMR 559 South	
• Snail Games USA.....		5234 West	WARGAMING.NET.....	PMR 407	
Shakebyte / Venom.....		OFMR 8604 Concourse	• Warhorse Studios.....	OFMR 8209 Concourse	
Sonic Games Inc.....		5630 West	Warner Bros. Interactive Entertainment .....	1637 South	
• Sony Computer Entertainment America LLC.....		4044 West	• What's in the Box? Entertainment .....	2651 South	
		4144 West	Wikia.....	OFMR 8001 Concourse	
		4522 West	• Wired Productions.....	OFMR 3054 South	
		PMR 504	WIT ENTERTAINMENT.....	2562 South	
		PMR 506	Wizards of the Coast.....	OFMR 8413 Concourse	
		PMR 507		OFMR 8509 Concourse	
Sony Computer Entertainment Europe Limited.....		PMR 515A	Worldwide Gaming TV Show .....	2455 South	
		PMR 519	X-GAMES INC.....	2658 South	
Square Enix, Inc.....		2001 South	XPEC Entertainment Inc.....	OFMR 3046 South	
		PMR 402B	• XSEED Games.....	5212 West	
• SteelSeries.....		OFMR 8613 Concourse	YouTube .....	.801 South	
• Take-Two Interactive Software, Inc.....		1001 South	• Zynga.....	OFMR 8313 Concourse	
• Team17 Digital Ltd.....		OFMR 2959 South		OFMR 8412 Concourse	
Telltale Games.....		OFMR 8101 Concourse			
Tencent America LLC.....		PMR 405			
The NPD Group, Inc.....		PMR 512			
• tinyBuild Games.....		OFMR 8408 Concourse			
Trebble.....		2459 South			

## • 3 QUEENS

2843 SOUTH

Mt Pleasant, SC, USA  
www.3queensmedia.comCara Florence, Co-founder;  
Maureen Coffey-Edri, Co-founder

## 505 GAMES

PMR 505

Woodland Hills, CA, USA  
www.505games.comIan Howe, President; Tim  
Woodley, SVP Global Brand  
& Marketing

505 Games is a global video game publisher offering a broad selection of titles for players of all ages and levels. The company publishes games on console and handheld platforms as well as for mobile devices and social networks. Offices in Los Angeles, Milton Keynes, UK, Lyon, Munich, Milan and Madrid and the Nordic territories and Australia.

## ABYSMAL NINJA LLC

2823 SOUTH

Saint Francis, WI, USA  
abysmalninja.llc.net

Paul Drankiewicz, Lead Designer and Product Owner; Nicholas Searcy, Lead Business Developer; Michael Couilliard, Lead Programmer

We are a Midwest-based indie game studio. We are a group of dedicated professionals that are passionate about making affordable games with low overhead. We have been in business for over a year and will be releasing our first title, "Extreme Exterminators" later this year for PC, with aims for console distribution in the future.

ACADEMY OF ART  
UNIVERSITY, SCHOOL OF  
GAME DEVELOPMENT

3023 SOUTH

San Francisco, CA, USA

ACADEMY OF INTERACTIVE  
ARTS & SCIENCES

CONCOURSE HALL FOYER

Inglewood, CA, USA  
www.interactive.org

Martin Rae, President; Terrence Myers, Executive Producer; Lyn Soo Hoo, Director of Finance; Debby Chen, Marketing & Communications Director; Niyosha Arthur, Event Manager

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts the annual D.I.C.E. Awards, D.I.C.E. Summit and D.I.C.E. Europe conferences.

• ACTIVISION  
PUBLISHING, INC.1647 SOUTH, PMR 304C, PMR  
305, PMR 403B, PMR 404AB,  
OFMR 8113 CONCOURSE,  
OFMR 8213 CONCOURSESanta Monica, CA, USA  
www.activision.com

Bobby Kotick, President and CEO, Activision Blizzard; Thomas Tippl, COO, Activision Blizzard; Eric Hirshberg, CEO, Activision Publishing; Mary Osako, SVP, Global Communications, Activision Publishing; Tim Ellis, EVP and CMO, Activision Publishing

Headquartered in Santa Monica, CA, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found at [www.activision.com](http://www.activision.com) or by following @Activision.

## AHED 3D TECHNOLOGY

2763 SOUTH

Gold Coast, Queens, Australia  
www.8h3d.com

## ALIENWARE

OFMR 8305 CONCOURSE

Round Rock, TX, USA  
www.alienware.com

Alienware, Dell is high performance PC gaming brand, offers unique and award-winning PCs that incorporate innovative engineering, aggressive design and the most advanced components in the industry. Alienware is an active and influential member of the gaming community committed to the advancement of PC gaming.

## • ANTVR

5422 WEST

Beijing, China  
www.antvr.com

## ARENANET

OFMR 8712 CONCOURSE

Bellevue, WA, USA  
www.guildwars2.com

Meelad Sadat, Head of Global Communications; Steve Fowler, Head of Global Marketing; Bryan Chu, Global Brand Director

Founded in 2000, ArenaNet is the developer of the Guild Wars franchise. Guild Wars 2 won multiple game-of-the-year awards and launched in 2012 as the fastest-selling Western MMO ever. The expansion, Guild Wars 2: Heart of Thorns, promises innovative approaches to game play, endgame progression, and competitive game modes. [www.guildwars2.com](http://www.guildwars2.com).

## • ASTRO GAMING

PMR 513

San Francisco, CA, USA  
www.astrogaming.com

Brandon Smith, PR Manager

Our company lives at the epicenter of technology, lifestyle and design. For years we've been involved in the design of many forms of consumer electronics, particularly in the video gaming arena. With "gaming lifestyle" quickly taking root, ASTRO Gaming gives people an authentic gaming brand to rally around at the heart of this culture.

## • ATLUS

4810 WEST

Irvine, CA, USA  
www.atlus.com

John Hardin, PR Manager; Robyn Koshi, Sr. Marketing Manager; Bill Alexander, VP of Business Development; Mitsuhiro Tanaka, General Manager

Atlus U.S.A., Inc. is known for high-quality, deeply immersive, uniquely Japanese video game experiences, with award-winning titles that reach across a variety of genres and platforms, including the Shin Megami Tensei and Persona franchises.

## AZUBU

OFMR 3058 SOUTH

Sherman Oaks, CA, USA  
www.azubu.tv

Kat Jones, Director of Marketing; Abe Gottesman, VP Business Development/Marketing; Ian Sharpe, CEO

Azubu is a premium global livestreaming and eSports platform, providing unparalleled gaming, viewing, and interactive experiences for both broadcasters and the community. Coming together to watch the biggest

names and tournaments, users across the globe engage in the highest definition eSport content.

### AZURADISC.COM

2751 SOUTH

Mesa, AZ, USA  
www.azuradisc.com

Jaosn Bauer, President/CEO;  
Mary Johnston, Sales  
and Production

Azuradisc Manufacturers CD/DVD/Blu-Ray Disc Repair Machines, and offers a mail in Scratch Removal Service, Disc Care and Security Anti-Theft Products. Microfiber wiping cloths, Anti-Static Spray Cleaners Safe for Touch Screens and Optical Discs.

### BAIDU MOBILE GAME

4012 WEST

Beijing, China  
www.baidu-mgame.com

Fei Wang, CEO; Wei Gu, Vice President; Shaoyang E, Assistant to the President; Yin Liu, Overseas Director; Bo Zhou, Senior Overseas Game Operation Manager

Baidu, also known as "China's Google," is China's primary mobile game distribution platform and publisher. Relying on its huge popularity in China, Baidu occupies nearly 60% of all internet searches on both PC and Mobile devices and 42.48% of all android game users. We are looking forward to make your games a huge success in China!

• **BANDAI NAMCO ENTERTAINMENT AMERICA INC.**  
PMR 301AB, PMR 302,  
PMR 303AB

San Jose, CA, USA  
www.bandainamcoent.com

Denny Chiu, Director, Communications & Social Media; Jason Enos, Director,

Brand and Latin American Marketing; Dennis Lee, Director, Brand Marketing; Chris Gilbert, Senior VP, Sales and Marketing

### BANDAI NAMCO

Entertainment America Inc. is a leading publisher and developer of interactive entertainment for all major video game consoles, iOS and Android powered mobile devices, and PCs. The company has created and published many of the industry's top franchises, including PAC-MAN, TEKKEN, NARUTO SHIPPUDEN, DRAGON BALL, and DARK SOULS.

### BEHAVIOUR INTERACTIVE

OFMR 8104 CONCOURSE

Montreal, Quebec, Canada  
www.bhvr.com

Remi Racine, CEO; Wayne Meazza, VP, Business Development; Chris Ferriera, Creative Lead, Business Development; Yves Lachance, SVP, Strategic Partnerships; Nathan Richardsson, Executive Producer

We are one of the largest independent game studios, employing 325 people in Montreal and Santiago. Our objective is to deliver high-quality, successful games, while staying on the cutting-edge of the industry trends in the digital markets, and exploring fresh ideas and connected experiences to keep players entertained.

### BEIJING GAME PAVILION

4012 WEST

Beijing, China  
www.bjppb.gov.cn

### BEIJING GUANG YU-ZAIXIAN SCI-TECH CO., LTD.

4012 WEST

Beijing, China  
www.gyyx.cn

Qing Liu, Assistant to the General Manager; Yongming Pu, VP, Mobile Gaming Division General Manager

One of the ten major domestic online game operators, mega game player online gaming platform, is also well-known online game development company.

### BEIJING PERFECT WORLD NETWORK TECHNOLOGY CO., LTD.

4012 WEST

Beijing, China  
www.pwrd.com

Tingting Qiao, Director

We are a leading online game developer and operator based in China. Our strong technology and creative game design capabilities, combined with our extensive knowledge and experiences in the online game market, enable us to frequently and promptly introduce games catering to changing customer tastes and market trends.

### BETHESDA

623 SOUTH

Rockville, MD, USA  
www.bethsoft.com

### BIGBEN INTERACTIVE

OFMR 8500 CONCOURSE,  
OFMR 8501 CONCOURSE,  
OFMR 8600 CONCOURSE

Lesquin cedex, France  
www.bigben.eu

Isabelle Houzet, Head of Marketing Group; Florence Santer, Head of Export; Benoit Clerc, Head of Software Group; Yannick Allaert, Head of Purchase & Development; Laurent Honoret, Head of Sales Group

The European leader in Gaming & Mobile/Tablet accessories and well recognized videogames publisher and distributor (WRC5, Rugby15, MotoGP series, MXGP, Motorcycle Club, I love My Series, etc.). With 7 subsidiaries and a large worldwide distribution network, Bigben is a key partner for many EU companies (Turtle Beach, Milestone).

### • BITBOX LTD.

547 SOUTH

Moscow, Russia  
lifeisfeudal.com

Vladimir Piskunov, CEO; Alex Koroikov, COO; Craig Mouser, North American Operations; Stephanie Foster, Community Manager

BitBox Ltd. is a small indie development studio, currently working on its flagship product, a multiplayer sandbox RPG: Life is Feudal.

### • BLIZZARD ENTERTAINMENT

OFMR 8201 CONCOURSE

Irvine, CA, USA  
blizzard.com

Mike Morhaime, CEO and Co-founder; Frank Pearce, Chief Development Officer and Co-founder; Rob Hilburger, VP of Global Communications

Best known for blockbuster hits including World of Warcraft and the Warcraft, StarCraft and Diablo franchises, Blizzard Entertainment, Inc., a division of Activision Blizzard, is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games.

## • BLOODY

413 SOUTH

Chino, CA, USA  
[www.bloody.com](http://www.bloody.com)

## Bill Hsu, VP, Sales and Marketing

Bloody: Your gaming peripheral brand that caters to you. Come visit our booth to see what Bloody has cooked up this year, with our light speed infrared micro switch, infrared scroll wheel, and light strike mechanical infrared switch.

## BR-1 AMERICA, INC.

2546 SOUTH

Doral, FL, USA  
[www.br-1.com](http://www.br-1.com)

William Shie; Mirna Nolasco; Sigrid Toledo; Irene Lopez; Jessica Lujan

BR-1 America is a master video game distributor for Latin America. Direct with all major publishers, we serve all countries in South America and the Caribbean. A wide range of on-hand inventory along with competitive prices have made us the leading distributor throughout Latin America. BR-1 is the official distributor for Ubisoft and Activision.

## BRIGHAM YOUNG UNIVERSITY

3023 SOUTH

Provo, UT, USA  
[gamedev.byu.edu](http://gamedev.byu.edu)

## • CAPCOM U.S.A., INC.

2423 SOUTH

San Mateo, CA, USA  
[www.capcom.com](http://www.capcom.com)

Francis Mao, Senior Director of Marketing, Creative, Licensing, Consumer Products and Events; Alicia Kim, Senior Director of PR, Community and Social Media

Capcom is a leading worldwide developer,

publisher and distributor of interactive entertainment for game consoles, PCs, handhelds and wireless devices. The company has created hundreds of games, including best-selling franchises Resident Evil(R), Street Fighter(R), Mega Man(R), and Devil May Cry(R). More information may be found at [www.capcom.com](http://www.capcom.com).

## CHANGYOU.COM LIMITED

4012 WEST

Beijing, China  
[www.changyou.com](http://www.changyou.com)

Guolong Li, VP; Song Gao, Vice General Manager; Yue Kong, Operation Manager

We are a leading online game developer and operator in China as measured by the popularity of our MMOG TLBB and our mobile game TLBB 3D. We engage in the development, operation and licensing of online games for PCs and mobile devices.

## CHENGDU WESTHOUSE SHIYOU TECHNOLOGY CO., LTD.

4012 WEST

Beijing, China  
[www.xishanju.com](http://www.xishanju.com)

Yu Zhen, Vice President

Seasun originated from PC games in the mid 90s and it has become a distinct icon of the martial arts genre with diversified multiple game studios and development platforms. We currently operate tens of self-developed online games, including JX series of martial arts genre. We also make one the best self-developed state-of-arts 3D engine.

## CHETU INC

2463 SOUTH

Plantation, FL, USA  
[www.chetu.com](http://www.chetu.com)

## CHINA UNIVERSAL PRESS &amp; PUBLICATION CO., LTD.

2551 SOUTH

Beijing, China  
[www.cupp.com.cn](http://www.cupp.com.cn)

## • CI GAMES S.A.

PMR 306A

Warsaw, Poland  
[www.cigames.com](http://www.cigames.com)

Marek Tyminski, CEO; Lukasz Misuriski, Publishing Director; Paul Robinson, Studio Creative Director

CI Games is a video game publisher, developer, and distributor based in Warsaw, Poland. The company has produced a number of successful titles, including Sniper: Ghost Warrior series and Lords of the Fallen. At E3, CI Games will be showing and demoing their next triple-A title, Sniper: Ghost Warrior 3, in private meeting room 306A.

## COLLEGE GAME COMPETITION

3023 SOUTH

## COMONGAMES

2863 SOUTH

Moscow, Russia  
[www.comongames.com](http://www.comongames.com)

## CONNECT@E3

1043 SOUTH

Lyon, France  
[www.game-connection.com](http://www.game-connection.com)

Eric Lacroix, WW Publisher & Buyer Manager, Content Manager; Roufina Guenkova, EMEA Sales Manager; Rasmus Thomsen, North & Latin America, Scandinavia Sales Manager; Manuel Rodriguez, Publisher & Buyer Officer; Clement Galiay, Managing Director, MIGS

Connect@E3 is a

matchmaking system provided by Game Connection, the B2B convention held twice a year for developers, publishers, distributors and service providers of the gaming industry. (Paris, Oct. 28-30 alongside Paris Games Week; San Francisco, March). Paris features top execs speaking, Development Awards for original projects and much more.

## CPU MAGAZINE

2755 SOUTH

Lincoln, NE, USA  
[www.computerpoweruser.com](http://www.computerpoweruser.com)

Jeff Ashelford, Sales/ Publication Coordinator; Amanda Choi, Sales/Publication Coordinator; Nathan Lake, Writer/Editor

CPU Magazine offers PC enthusiasts a unique blend of product reviews, industry news, interviews and detailed how-to articles. Builders and modders appreciate the expert opinions and informative articles packed in every issue. CPU is available each month via subscription and at select retailers and LAN events nationwide.

## CRAYOLA COLOR ALIVE

2823 SOUTH

Los Angeles, CA, USA  
[www.crayola.com](http://www.crayola.com)

## CREATIVE MIND INTERACTIVE, INC

2451 SOUTH

Los Angeles, CA, USA  
[creativemindinteractive.com](http://creativemindinteractive.com)

Distributor of Video Game Accessories and iPod/iPhone related accessories such as Bluetooth Speakers, Cases and Chargers.

**CRYTEK**

PMR 304B

Frankfurt, Hessen, Germany  
[www.crytek.com](http://www.crytek.com)

Crytek is an independent videogame developer, publisher and technology provider with eight studios worldwide. Established in 1999, Crytek has created multiple award-winning titles, including the original Far Cry, the Crysis series, and Ryse: Son of Rome. All of Crytek's games are developed using CRYENGINE, the company's cutting-edge 3D technology.

**• CRYPTIVO GAMES**

2650 SOUTH

San Diego, CA, USA  
[www.theuniversim.com](http://www.theuniversim.com)

Alex Koshelkov, CEO

Cryptivo Games is an independent game development studio founded in 2013 by Alex Koshelkov. Cryptivo Games aims to deliver gaming experiences that challenge, engross, and offer endless hours of entertainment to gamers across the globe.

**CURSE INC.**

813 SOUTH

Huntsville, AL, USA  
[www.curseinc.com](http://www.curseinc.com)

Donovan Duncan, VP of Marketing; Nathan Lindberg, VP of Sales; Hubert Thiebaut, CEO

Curse is a global multimedia and technology company focused on creating content and products to help gamers enjoy all aspects of their gaming lifestyle. Our products are distributed through a variety of channels including websites, video, and desktop applications. Curse technology fosters communities and connects like-minded gamers worldwide.

**• CYBERITH**

5622 WEST

Vienna, Austria  
[www.cyberith.com](http://www.cyberith.com)

Tuncay Cakmak, CEO & Founder; Holger Hager, CEO & Co-founder; Philipp Berdenis van Berlekom, CMO; Lukas Pfeifhofer, Chief Software Developer; Stephan Frank, International Sales

Cyberith is the creator of the Virtualizer, an advanced Virtual Reality Locomotion device that allows users to walk, run, strafe, jump and crouch in virtual reality. Based on its third generation design, the Virtualizer is the first to offer 360 degree tangle-free rotation and a vertical free-motion ring for full freedom of movement in VR.

**DAEDALIC ENTERTAINMENT**

OFMR 8808 CONCOURSE

Hamburg, Germany  
[www.daedalic.de](http://www.daedalic.de)

Carsten Fichtelmann, CEO; Kai Fleibig, Director of Marketing; Tom Kersten, Digital Sales; Derk Rohrs, Product Management

Daedalic is one of Germany's most acclaimed publishers and developers, with numerous awards for adventure game milestones Edna & Harvey, The Whispered World and A New Beginning. Daedalic is currently developing a host of new and innovative games for PC, mobile devices, social networks and the browser.

**• DECKBOUND**

2823 SOUTH

New York, NY, USA  
[www.deckbound.com](http://www.deckbound.com)

Gareth Jenkins, Founder & Lead Developer; Aaron Kaplan, Commercial & Licensing

The Deckbound systems provide digital CCGs with player-owned cards. Deckbound uses the

blockchain to provide verifiable card distribution and procedural generation. Owners of Deckbound cards can play those cards in any supporting game, the first of which will be Deckbound Heroes, launching in 2015.

**DEEP SILVER, INC.**

PMR 501ABC

Larkspur, CA, USA  
[www.deepsilver.com](http://www.deepsilver.com)

Klemens Kundratitz, CEO; Menno van der Bil, International Commercial Director; Geoff Mulligan, COO; Will Powers, PR & Marketing Manager; Martin Wein, Head of Brand Communications

Deep Silver has published more than 200 games worldwide since 2003, including the best-selling zombie action Dead Island franchise, Metro: Last Light and the over-the-top Saints Row IV. A wholly-owned subsidiary of Koch Media, GmbH, Deep Silver owns the development studios Deep Silver Fishlabs, Deep Silver Volition and Deep Silver Dambuster.

**DIGIPEN INSTITUTE OF TECHNOLOGY**

3023 SOUTH

Redmond, WA, USA  
[www.digipen.edu](http://www.digipen.edu)**• DISNEY INTERACTIVE**

2023 SOUTH

Glendale, CA, USA  
[www.disney.com](http://www.disney.com)

Disney Interactive is the digital entertainment part of The Walt Disney Company. As one of the world's largest creators of high-quality digital experiences, Disney Interactive produces interactive entertainment for the whole family including multi-platform video games, online short form video, mobile and social

games and digital destinations across all current and emerging media platforms.

**• DOTE MU**

2823 SOUTH

Paris, France  
[corporate.dotemu.com/en](http://corporate.dotemu.com/en)

Cyrille Imbert, CEO; Irigne Jessica, Communication & Marketing Manager; Xavier Liard, Business Development Director

DotEmu is a video game company specializing in modern releases of beloved retro games. Our mission is simple: give every gamer access to yesteryear's classic video games on today's platforms. We've worked on high-profile projects as Street Fighter II - CE (flash), R-Type I & II, Another World, Double Dragon Trilogy & Raiden Legacy (mobile/PC).

**DREAMGEAR**

2447 SOUTH

Torrance, CA, USA  
[www.dreamgear.net](http://www.dreamgear.net)

Yahya Ahdout, Partner; Morris Mirzadeh, Partner; Richard Weston, Partner; Sandy Parker, VP, Sales; Melissa Tomlinson, VP, Sales

dreamGEAR, LLC is one of the fastest growing developers of video game accessories for all platforms and mobile devices, and high-quality portable speakers, power and other accessories for mobile phones and tablets under its i.Sound and SIGNAL brands. dreamGEAR is dedicated to providing design, performance and quality for its valued customers.

**DXRACER USA, LLC**

John Spiher, Marketing Director

Where ergonomic and aesthetic design meet, DXRacer offers the highest quality in gaming and office chairs. Our products are made to heighten your experience, whether it be working on email or getting your game on. Sit Better. Work Harder. Game Longer.

**• DYNAMIC ESSENTIALZ**

Spencer Patton, President; Timothy Cummings, Chief of Operations; Ruthie Harding, CFO

Modified and custom gaming console controllers. We specialize in unique controller covers, and advanced gaming technologies.

**• EASARS DIGITAL GMBH**

Frankfurt, adenburg, Germany  
www.easars.net

Easars is the global leading E-sports peripherals supplier, whose R&D center is located in Hamburg, Germany. Easars combines advanced technologies and design with the collaboration of the world's best professional players to create top-of-the-line E-sport peripherals.

**• ELECTRONIC ARTS**

EA is a global leader in digital interactive entertainment with a portfolio of blockbuster brands such as Madden NFL, EA SPORTS FIFA, Star Wars

Battlefront, Mirror's Edge, Plants vs. Zombies and more. At EA, we Live to Play.

**ENCORE SOFTWARE**

Michael Merson, VP and General Manager; Jennifer Mortenson, Director of Sales and Marketing; Peter Armstrong, Director of Product Development; Jeremy Zoss, Marketing Manager

Encore publishes indie games for digital platforms and partners with major video game publishers to distribute boxed PC products to retail channels.

**EXTRA LIFE**

Extra Life is a Children's Miracle Network Hospitals fundraising program for the gaming community. Participants fundraise year-round and pledge to game for 24-hours with one goal in mind: to save and improve the lives of sick and injured kids. Since 2008, Extra Life has raised more than \$14 million for 170 member hospitals across North America.

**EZ GAMES / EZ CARDS DISTRIBUTION INC**

2550 SOUTH

Peter Mangani, President and CEO; Girish Mangani, VP, Business Development; Mohit Mangani, VP, Operations

EZ GAMES is a leading distributor of first party video game consoles and accessories specializing in volume sales of brand new and factory refurbished

products. EZ CARDS is a leading distributor of gaming and entertainment gift cards offering both physical and digital deliveries of all major brands. Located in the beautiful City of Los Angeles.

**FAT OWL**

59 SOUTH

Mateusz Gaffke, CEO

We are fat and lazy, but we make brilliant games.

**• FOCUS HOME INTERACTIVE**

Cedric Lagarrigue, Managing Partner; John Bert, Sales Director; Thomas Barrau, Marketing Director; Adrien Rotondo, Brand Manager; Michael Douse, Acquisitions

Focus Home Interactive is a French publisher based in Paris who has published and distributed original titles that have become benchmark titles worldwide. The catalogue will get even richer with eagerly awaited games such as Blood Bowl 2, Act of Aggression, Vampyr, Battlefleet Gothic, The Technomancer, Farming Simulator 15, and Mordheim.

**FOVE INC**

12 SOUTH

CA, US

Serena Jiang, Director of Relation; Yuka Kojima

FOVE is the world's first eye tracking head-mounted display for gamers, people with disabilities and technology enthusiasts. FOVE combines cutting-edge display, eye tracking, orientation sensing, and head position tracking

into a single package, allowing users to control the 360/360 of virtual world freely with their eyes.

**FRONTIER DEVELOPMENTS PLC**

PMR 511A

**• GAEA MOBILE**

1022 WEST

Jason Dahlberg, Director of North American Operations; Glevis Yang, Co-founder and COO; An An, VP of Business Development

Gaea Mobile is a global mobile game company with offices in Beijing, San Francisco, Tokyo, Seoul and Hong Kong. Since it was founded in October 2014, Gaea has brought multiple blockbuster games such as Soul Clash and Ace of Arenas to over 8,000,000 gamers all over the world.

**GAEMS INC.**

1347 SOUTH

**GAIJIN ENTERTAINMENT**

FMR 8609 CONCOURSE

Alexander Trifonov, Head of PR

Gaijin Entertainment is the developer and publisher of the online games War Thunder and Star Conflict, as well as PC, Mac, Linux, PS4, PS3, Xbox 360, iOS and Android titles across several genres. The company's diverse portfolio has received a range of mass media and game industry

awards including such as KRI Awards, Gamescom Award and many more.

### GAME DEVELOPERS CONFERENCE

OFMR 8800 CONCOURSE

San Francisco, CA, USA  
[www.gdconf.com](http://www.gdconf.com)

**Malik Watson, Global Sales Director; Bryce Nankervis, West Coast Account Manager; Jennifer Sulik, Senior Sales Manager, Media & Recruitment; Pocco Jimenez, Account Manager, Recruitment & Education; Brenner Fuller, GDC Play/Vault Account Manager**

The Game Developers Conference (GDC) is the world's largest and longest-running professionals-only game industry event. The GDC attracts over 24,000 attendees, and is the primary forum where professionals involved in the development of interactive games gather to exchange ideas and shape the future of the industry.

### GAME INFORMER

OFMR 8212 CONCOURSE

Minneapolis, MN, USA  
[gameinformer.com](http://gameinformer.com)

A 24-year veteran to publishing, Game Informer publishes the 4th largest consumer magazine in the United States and the largest digital magazine in the world. With over 3 million monthly unique visitors, Webby award winning [gameinformer.com](http://gameinformer.com) maintains the fastest growing online community gamers.

### GAMECHURCH.COM

2647 SOUTH

Ventura, CA, USA  
[gamechurch.com](http://gamechurch.com)

**Michael Bridges, Founder, CEO; Brian Buffon, COO; Chris Gwaltney, Director of Missions; Dave Knepper, Director of Logistics**

Can video games be spiritual? Will you go to Hell for playing them? Would Jesus play video games? Stop by the Gamechurch booth and find out. You might even end up with some free swag!

### GAMEROFT

OFMR 8601 CONCOURSE

Paris, France  
[www.gameloft.com](http://www.gameloft.com)

A leading publisher of digital and social games, Gameloft has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and operates its own established franchises such as Asphalt, Order & Chaos, Modern Combat or Dungeon Hunter.

### GAMESPOT

4712 WEST

San Francisco, CA, USA  
[www.gamespot.com](http://www.gamespot.com)

**Michael Powers, GM; Ben Howard, VP, Programming; Susan Lundgren, VP, Communications; Justin Haywald, Senior News Editor; Charles Harrington, Communications**

GameSpot's expert editorial team provides comprehensive, engaging and unbiased game information for console, PC, and portable platforms. The site's award-winning coverage includes previews and reviews of the latest titles, breaking news, live video shows, guides, and one of the world's most active online gaming communities.

### GAMESTOP

Grapevine, TX, USA  
[www.gamestop.com](http://www.gamestop.com)

Over 60% of GameStop's customers go to GameStop.com before they walk into a store. Customers look at 8 different games during every visit to GameStop.

com, deciding what games to buy right now, and in the coming months. Get on their must buy list with homepage takeovers and video ads while they're shopping in GameStop's biggest store: GameStop.com!

### GAMEWORLD DISTRIBUTORS

2555 SOUTH

Corona, NY, USA  
[gameworlddistributors.com](http://gameworlddistributors.com)

**Isaac Sidaoui, President; Jeff Bandler, CEO; Thomas Baron, VP of Purchasing, Sales; Craig Pullman, Sales and Marketing; Fabrice Bouteffou, Senior Sales Manager**

Gameworld is a wholesale distributor of video game hardware, software, and accessories (we specialize in closeout opportunities & hard to find items). Located in New York City, We have been providing excellent service coupled with the lowest prices. Our informed staff will help you select inventory that can best suit your needs.

### GI-CLUSTER [GAMING AND CREATIVE TECHNOLOGIES & APPLICATIONS CLUSTER]

2459 SOUTH

Athens, Attica, Greece  
[www.gi-cluster.gr/en](http://www.gi-cluster.gr/en)

**Julia Phoca, gi-Cluster Manager**

gi-Cluster ([www.gi-cluster.gr](http://www.gi-cluster.gr)) is a creative industries cluster focusing on Gaming and Creative Technologies & Applications. Its industrial members offer cutting-edge B2B & B2C digital solutions, products and game development services at an international level. gi-Cluster is facilitated by Corallia ([www.corallia.org](http://www.corallia.org)) in Greece.

### GIOTECK

OFMR 8804 CONCOURSE,  
 OFMR 8806 CONCOURSE

Letchworth, Hertfordshire, UK  
[www.gioteck.com](http://www.gioteck.com)

**Ian Curran, CEO; Jeroen Pompen, Director, Sales, Marketing & Business Development - EMEA/ASIA; Rob Hauser, Territory Manager - The Americas**

Global supplier of video game and PC accessories including headsets, controllers, gaming chairs, charging, and cable solutions.

### GREN IMEDIA CORP.

OFMR 2955 SOUTH

Somerset, NJ, USA  
[www.grenimedia.com](http://www.grenimedia.com)

### GREY BOX

PMR 517

Houston, TX, USA  
[www.greybox.com](http://www.greybox.com)

**Brandon Brunson, Events Marketing Manager; Greg Rosenfeld, Director of Marketing; Chuck Bird, Senior Director of IT; Shaun Norton, PR; Kyla Kennedy, Senior Director of Operations**

Grey Box is a new breed of videogame publisher that combines external development oversight, digital publishing support, financing and a passion for bringing fun and innovative games to the world. Their current mantra is building strong partnerships towards creating quality interactive entertainment.

### GUNHO ONLINE ENTERTAINMENT INC.

OFMR 8405 CONCOURSE

El Segundo, CA, USA  
[www.gunhoonline.com](http://www.gunhoonline.com)

## HONG KONG TRADE DEVELOPMENT COUNCIL 2747 SOUTH

Los Angeles, CA, USA  
[www.hktdc.com](http://www.hktdc.com)

Julia Son, Marketing Manager

A statutory body established in 1966, HKTDC is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia.

### • HORI USA, INC.

DFMR 8814 CONCOURSE

Torrance, CA, USA  
[www.horiusa.com](http://www.horiusa.com)

HORI was founded in 1969 and started manufacturing gaming accessories in 1983 with the release of the Nintendo Famicom (NES) as Nintendo's first 3rd party licensee. We offer Sony, Microsoft, and Nintendo officially licensed products as well as tie-up licensed products with software makers such as Konami, Capcom, Namco-Bandai, Square-Enix, and Sega.

### HYPERKIN, INC.

DFMR 8112 CONCOURSE

South El Monte, CA, USA  
[www.hyperkin.com](http://www.hyperkin.com)



2762 SOUTH, PMR 304A

Austin, TX, USA  
[www.iepro.com](http://www.iepro.com)

## IGN

4700 WEST

San Francisco, CA, USA  
[www.ign.com](http://www.ign.com)

Kiersten Slader, Public Relations & Events Manager

IGN is an entertainment website comprising several specialty sites or "channels," each occupying a subdomain and covering a specific area of entertainment; including major video game platforms and other forms of entertainment such as television, comic books, films, music and other media. IGN's corporate headquarters is located in San Francisco, CA.

## IMMERSION

DFMR 8816 CONCOURSE

San Jose, CA, USA  
[www.immerson.com](http://www.immerson.com)

Jennifer Janssen, Director, Business Development, Gaming; Leo Soskin, Senior Product Manager, Gaming

Immersion has continued to develop haptic technology for 20+ years and is recognized as a leading innovator with over 1,900 issued or pending patents in the US and other countries. Immersion's TouchSense Technology, Rumble and Force Feedback solutions for game systems excite the gamer's senses and improves game play.

## INCOMM

DFMR 8401 CONCOURSE

Atlanta, GA, USA  
[www.incomm.com](http://www.incomm.com)

Anthony DeVito, VP, Digital Content

Leveraging deep integrations into retailers' point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 450,000 points of retail distribution. With 186

global patents, InComm is headquartered in Atlanta with a presence in 30 countries.

### • INDIECADE: INTERNATIONAL FESTIVAL OF INDEPENDENT GAMES

601 SOUTH

Venice, CA, USA  
[www.indiecade.com](http://www.indiecade.com)

Stephanie Barish, CEO; Erin Shaver, Operations; Ami Blaire, Marketing Director/PR

IndieCade represents the future of interactive entertainment at its annual international Festival/ Awards each October, and its Showcase @ E3. As the longest-standing and largest self-standing independent game event in the world, IndieCade leads the way in finding up-and-coming games, creators and trends, and placing a spotlight on this innovation first.

### • INNEX, INC.

5430 WEST

Pomona, CA, USA  
[www.innexinc.com](http://www.innexinc.com)

Titi Ngoy, CEO; Joey Ngoy, VP; Ron Pang, VP of Business Development; Marshall Crawford, Marketing Manager

Innex was founded on the principles of innovation, fun, and a commitment to customer service. Within a decade of operation, Innex has become an award-winning leader in global distribution, providing its business partners with various services which include, but are not limited to, manufacturing, sourcing, marketing, and design.

## INNOGAMES

DFMR 8109 CONCOURSE

Hamburg, Germany  
[www.innogames.com](http://www.innogames.com)

Fabio Lo Zito, Product PR Manager; Dennis Heinert, Head of Public Relations

With about 150 million registered players, InnoGames is one of the world's leading developers and providers of online games. Currently, the Hamburg-based company employs over 350 professionals from 30 nations. InnoGames has scored major success with games such as Tribal Wars, Gropolis and Forge of Empires.

## INTERNATIONAL GAME DEVELOPERS ASSOCIATION (IGDA)

WEST HALL LOBBY

Mt Royal, NJ, USA  
[www.igda.org](http://www.igda.org)

## INTO THE PIXEL

CONCOURSE HALL FOYER

Inglewood, CA, USA  
[www.intothepixel.com](http://www.intothepixel.com)

Created in 2004 by the Entertainment Software Association and co-produced with the Academy of Interactive Arts & Sciences, Into the Pixel (ITP) is an exploration and celebration of the art of video games from around the world. Now in its 12th year, ITP celebrates the video game artists who continue to push the interactive entertainment art form forward.

## INTRALOT INTERACTIVE S.A.

2459 SOUTH

Amarousion, Athens, Greece  
[www.intralotinteractive.com](http://www.intralotinteractive.com)

Antonios Dimos, Deputy General Director

INTRALOT Interactive is the leading partner for entities

that want to offer a Universal Gaming Experience to their players. Our Unified Gaming Platform is industry's most robust and versatile platform that seamlessly combines Retail, Mobile and Home Users, connecting all Gaming Verticals. Member of the INTRALOT Group ([www.intralotinteractive.com](http://www.intralotinteractive.com)).

#### • KONAMI DIGITAL ENTERTAINMENT, INC.

Konami Digital Entertainment is one of the leading game publishers worldwide, with a number of hit franchises including Metal Gear Solid, Castlevania, Pro Evolution Soccer, Silent Hill and more. Konami will be showcasing some of their upcoming 2015 titles at the show. [www.konami.com](http://www.konami.com).

#### LARIAN STUDIOS

Swen Vincke, Founder; Octaaf Fieremans, Producer; David Walgrave, Producer

We are the developers of the Divinity series including 2014's RPG hit Divinity: Original Sin.

#### LAYABOX LTD.

Chenghong Xie, CEO; Tam Tsz Shing, Oversea General Manager

Layabox Inc is a leading HTML5 technology company based in China with two core products: Laya.js and Laya.Player. One is a turnkey solution for Flash developer to convert Flash AS3 to HTML5. The other is a cutting

edge accelerator for Android and iOS to execute HTML5 games in light speed with low memory footprint, low CPU and high runtime fps.

#### • LAZYLAND

Dimitra Tampathani, Marketing & Business Development Manager

LazyLand operates in the social gaming field by developing and publishing F2P social games across platforms. The company also enriches its gaming portfolio, by licensing 3rd party titles from other developers. LazyLand holds a network of international publishers and distributes games worldwide. Developers or publishers are welcome to visit us.

#### LIQUID

liquid.it

Steve Bagdasarian, General Manager; Darin Leach, Director, Strategic Accounts; Mark Menery, Director, Performance Sales & Operations

Liquid is the ad solutions platform for Publishers Clearing House, the commerce and digital gaming powerhouse. We build cross-device ad solutions using first-party data collected directly from real PCH consumers, helping advertisers to define and target their ideal audience more accurately than ever.

#### • LITTLE ORBIT

Matt Scott, President/CEO; Kathy Bucklin, Studio Director; Tamara Johnston, Global Marketing Director; Patty Masai,

Director of Sales & Operations; Clever Communications, PR Agency

Little Orbit is a worldwide video game publisher formed in January 2010 with a focus on AAA licensed-based entertainment products. The company's emphasis is on working with popular creators to extend their vision into games through transmedia storytelling and engaging content for all gaming platforms.

#### LOGITECH G

#### MACHINIMA INC

Chad Gutstein, CEO; Daniel Tibbets, CCO; Stephen Semprevivo, COO; James Glasscock, SVP, Biz Dev

Machinima is the most notorious purveyor and cultivator of fandom and gamer culture. As the first Many2Many programmer, we create, curate and celebrate the best in fandom and gamer content, covering video games, animation, movies, TV, and the other endless forms of pop culture.

#### • MAD CATZ INC.

Darren Richardson, President & CEO; Brian Andersen, COO; Karen McGiniss, CFO; Brad Carraway, VP of Marketing; Alex Verrey, Global PR & Communications Director

Mad Catz Interactive, Inc. is a global provider of interactive entertainment marketed

under its Mad Catz (gaming), Tritton (audio), and Saitek (simulation) brands. Mad Catz products cater to passionate gamers across platforms, including in-home consoles, handheld consoles, PC and Mac computers, smart phones, tablets and other mobile devices.

#### • MADFINGER GAMES, A.S.

public

Marek Rabas, CEO; Tomas Slapota, Vice President; Martin Krcek, Director of Marketing; Tomas Nawar, Public Relations; Jan Porizka, Marketing Manager

Indie mobile game developer with more than 100 million players. Producer of legendary games like Dead Trigger, ShadowGun, Samurai and MONZO.

Madfinger instantly achieved top ranking in the sale of its apps. The majority of critical acclaim is generated by Madfinger's signature stunning visuals and excellent gameplay experiences.

#### • MANUS MACHINA

Bob Vleemix, CCO; Stephan van den Brink, CEO; Maarten Witteveen, CTO; Stijn Stumpel, Lead Designer

A data-glove for the common man. The Manus is an affordable data glove that tracks hand movement through various sensors integrated in to the glove. Experience Virtual Reality like never before! With our open-source software you can program the Manus for other uses such as controlling drones, mobile games and more of your favorite devices.

**MATTEL**

PMR 516

El Segundo, CA, USA  
www.mattel.com• **MAXIMUM GAMES**

2800 SOUTH

Walnut Creek, CA, USA  
www.maximumgames.com**Luke Sheinutt, Senior Producer;**  
**Len Ciciretto, President;**  
**Christina Seelye, CEO;** Diane  
Fornasier, VP of Marketing; Ally  
Davis, Project Manager

Based in the SF Bay Area, Maximum Games is a publisher of premier interactive entertainment for consumers around the world. The company develops and publishes products in a wide variety of genres for console systems and personal computers, which are delivered through physical retail channels, online platforms, and digital download.

**MAYFLASH LIMITED**

2646 SOUTH

Shenzhen, Guangdong, China  
www.mayflash.com**MCV**Hertford, UK and London, UK  
www.mcvuk.com

Every day, MCVuk.com provides must-read analysis and breaking news. Every week, MCV magazine is read by nearly 10,000 professionals in games retail, marketing, development, distribution, and beyond. Every one of MCV's suite of events - the MCV Awards, Games Media Awards, London Games Conference, Interface, Games 5s, or Women of the Year Awards - brings the industry together in unique ways.

**MECCA ELECTRONICS**

2547 SOUTH

Long Island City NY, USA  
www.meccaelect.com**Raymond Aboody, President;**  
**Danny Mashal, VP;** Michael  
Harkavy, National Sales  
Manager; Inayat Habib, Buyer

Mecca Electronics is a direct wholesale distributor of video game consoles, games and accessories. Now entering our 41st year in business, we are direct with the Big 3: Sony, Microsoft and Nintendo, along with all 3rd Party Publishers. We also specialize in close-out deals from many 1st and 3rd party publishers.

• **MERGE VR**

OFMR 8208 CONCOURSE

San Antonio, TX, USA  
www.mergevr.com**Franklin Lyons, Founder;**  
**Andrew Trickett, Co-founder;**  
**Dan Worden, Executive VP;**  
**Taryn Saavedra, Marketing;**  
**Dave Anderson, Head of Developer Relations**

Merge VR is a recent startup focused on mobile virtual reality and immersive entertainment. Compatible with iOS and Android devices, the MergeVR Goggles, wireless handheld VR Controller, and MergeStart app are built to be accessible, affordable, portable, durable and easy to use. Launching this fall.

• **MICROSOFT CORPORATION**

4100 WEST

Redmond, WA, USA  
www.xbox.com

Xbox is Microsoft's premier gaming and entertainment brand created by gamers for gamers on Xbox One, Xbox 360 and Windows 10 devices. Xbox delivers the best games and premier gaming community with Xbox

Live. More information about Xbox can be found online at [www.xbox.com](http://www.xbox.com).

**MOBILE AND SOCIAL GAME PAVILION**

2823 SOUTH

**MULTIPLAYER.IT**

OFMR 8812 CONCOURSE

Terni, Italy  
www.multiplayer.it**Andrea Pucci, Owner;** Pierpaolo Greco, Executive Editor;  
Antonio Jodice, Senior Editor,  
Marketing Consultant; Gianluca Persichetti, Marketing Manager

The most popular and renowned videogames website in Italy, with the strongest community of gamers, from hardcore to casual, following us both on our website and on our Twitch channel. We even publish books and guides about videogames, and we have our own online shop.

**NATSUME, INC.**

513 SOUTH

Burlingame, CA, USA  
www.natsume.com**Hiro Maekawa, President/CEO;**  
Graham Markay, Senior VP of Operations; Sanae Maekawa, Creative Director; Taka Maekawa, Producer; Clever Communications, PR Agency

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive software for a variety of platforms, including Nintendo, Sony and Apple. Best known for popular Harvest Moon, Reel Fishing, Hometown Story and Gabrielle brands, Natsume is dedicated to producing quality video games for the entire family.

**NCSOFT**

OFMR 8805 CONCOURSE

Bellevue, WA, USA  
www.ncsoft.com**Ben Conrad, PR Director;**  
Vincent Slaven, Senior Communications Specialist• **NDREAMS**

OFMR 8802 CONCOURSE

Farnborough, Hampshire, UK  
www.ndreams.com**George Kelion,** Communications Manager

nDreams is a developer and publisher which specializes in virtual reality games and experiences. They are behind several upcoming VR titles including adventure title The Assembly for Oculus Rift, HTC Vive and Sony Project Morpheus.

**NETEASE GAMES**

OFMR 2855 SOUTH

Guangzhou, China  
www.163.com**Xiaoqing Hu, Senior PR Supervisor;** Shiyu Yang, Senior PR Supervisor; Yue Fan, PR Supervisor; Jessie Jiang, Business Development Manager; Xiaochun Chen, Business Development Manager

NetEase, Inc. is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. In particular, NetEase provides online game services to Internet users, offering in-house developed games as well as the licensed Blizzard Entertainment games World of Warcraft.

**NEW AGE ELECTRONICS**

OFMR 8404 CONCOURSE

Cars  
www.**NINTENDO OF AMERICA INC.**Redmond, WA, USA  
www.nintendo.com

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for the Wii U home console and Nintendo 3DS portable system. Nintendo of America Inc., based in Redmond, Washington, serves as headquarters for Nintendo's operations in the Western Hemisphere.

**NOD LABS**

OFMR 2835 WEST

Mountain View, CA, USA  
www.nod.com

Anush Elangovan, CEO and Founder; Arun Karamchetti, Partner Management; Heather Meeker Haas, Founder, MeekerQuinn

Nod Labs creates gesture recognition and motion tracking hardware and software for beautiful, touchless interaction. Nod Labs transforms movements into commands using skeletal tracking technology to fully experience VR environments. From entertainment, gaming and VR, Nod Labs works with almost any platform or operating system.

**NOW COMPUTING - GAMEBAND**2554 SOUTH  
OFMR 8505 CONCOURSEGlendale, OH, USA  
gameband.com

Feargal Mac Conuladh, CEO; Maye Mac Swiney, Marketing Director; Jon Rogers, International Sales Director; Stephanie Bayer, Social Media Manager

We are based in Barcelona and in the United States. We are dedicated to making beautiful wearable products for gamers. Our first product is Gameband + Minecraft (officially licensed by Mojang). Gameband aims to empower gamers to keep their data and settings close, and to play their favorite game anywhere, anytime, on any platform.

**NTT RESONANT INC.**

2823 SOUTH

Minato-ku, Tokyo, Japan  
appkitbox.com/en/testkit

Hiroyuki Sato

A part of NTT Group, NTT Resonant is a leading provider of portal service in Japan. NTT has expanded its field to cloud-based testing environments for mobile and web application optimization, enhancing QA and driving business value through Remote TestKit service, a fast-device cloud and a popular mobile testing solution for mobile app development.

**• NVIDIA CORPORATION**

2823 SOUTH, PMR 309

Santa Clara, CA, USA  
www.nvidia.com

Bryan Del Rizzo, Public Relations; Brian Burke, Public Relations

Since 1993, NVIDIA has pioneered the art and

science of visual computing. The company's technologies are transforming a world of displays into a world of interactive discovery, for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com>, and <http://blogs.nvidia.com>.

**NYKO TECHNOLOGIES**

5010 WEST

Los Angeles, CA, USA  
www.nyko.com

Herschel Naghi, CEO; Chris Arbogast, Director of Marketing; Amir Navid, VP of Product Development; Radu Popa, VP of Logistics

Award-winning Nyko Technologies designs, manufactures and markets innovative and high-quality accessory solutions to enhance the electronic entertainment experience. Founded in 1996 in Los Angeles, the company's mission is to solve problems and improve user experience through products that are as thoughtfully designed as they are functional.

**OCULUS**

5400 WEST, PMR 515B

Menlo Park, CA, USA  
www.oculus.com

Oculus is focused on enabling players to experience anything, anywhere through virtual reality. The Oculus Rift and the Oculus-powered Samsung Gear VR allow players to step inside virtual worlds and immerse themselves like never before. As a result of the global Oculus developer community, VR is poised to transform gaming, storytelling, film, and much more.

**OURPALM CO., LTD.**

4012 WEST

Beijing, China  
www.ourpalm.com

Wenzhe Yao, Vice General Manager

Ourpalm was founded in Beijing in 2004 as a government licensed telecommunications and service provider. Early beginnings in web and mobile content have since evolved and secured Ourpalm a place as one of China's leading web and mobile game developers, publishers and operators of today.

**PARADOX INTERACTIVE**

OFMR 2861 SOUTH

OFMR 2960 SOUTH

**PASPARTU LOCALIZATION SERVICES**

2459 SOUTH

Kallithea, Athens, Greece  
www.paspartu.gr

Despoina Vasiloudi, Account Manager; Elena Gkountani, Business Development Manager

Paspartu is your one-stop localization provider for the gaming industry. Based in Athens and Hong Kong, we provide localization solutions in most European and Asian languages by developing technology tools for cost-effective and smart translation management. Paspartu offers ongoing gaming pleasure beyond language barriers! Meet us at booth 2459.

**PATCH TECH.**

2823 SOUTH

Shanghai, China  
www.patchtech.com

## PEACEOFF

2459 SOUTH

Athens, Attica, Greece  
www.peaceoffgame.com• PERFECT WORLD ENTERTAINMENT  
PMR 511CRedwood City, CA, USA  
www.arcgames.com

## Bill Wang, VP of Business Development

Perfect World Entertainment is a leading North American online games publisher specializing in immersive free-to-play MMORPGs. Founded in 2008, Perfect World Entertainment has published a number of popular titles, including Swordsman, Blacklight Retribution, Forsaken World, Perfect World International and Star Trek Online.

## • PERFORMANCE DESIGNED PRODUCTS

1512 WEST

Burbank, CA, USA  
www.pdp.com

Jake Stroukel, Marketing & Communications Manager; Shilo Prychak, Director of Licensing and Business Development; Shawn Kinninger, VP, Sales; Chris Spearing, International Sales

Performance Designed Products is an industry leader, creating accessories for most major game platforms. Along with strong licensed products, PDP is the home of both the Afterglow and Rock Candy brands, available at most major retailers. Come to the Performance Designed Product booth during E3 to see great upcoming products from PDP.

## PLANTRONICS

1500 WEST

Santa Clara, CA, USA  
www.plantronics.com

Rick Goricki, VP, Sales, Consumer Retail; Tanguy Leborgne, VP, Consumer Solutions; Corey Rosemond, Business Development Director, Gaming; Stuart Bradshaw, Senior Director, E&A Marketing; Lerin O'Neill, Senior Public Relations Manager

Plantronics is a publicly held company headquartered in Santa Cruz, California with offices in 20 countries, including major facilities in China, England, Mexico, and the Netherlands. Our products are sold and supported through a worldwide network of Plantronics partners, including resellers, systems integrators, retailers and mobile carriers.

## PLAYSEAT

OFMR 2947 SOUTH

Redmond, WA, USA  
www.playseatamerica.com

Bobby King, President; Justin King, Director of Sales & Marketing

Playseat is the premier brand for video games racing and flight seats in the market. Making your racing and flight game experience complete.

## • POLK AUDIO

5612 WEST

Vista, CA, USA  
www.polkgaming.com

Michael Greco, Product Director; Josh Talge, CMO

With numerous award-winning products and patented acoustic technology, Polk Audio has been delivering a premium audio experience for over 40 years. Polk's Striker gaming headsets are recognized for their superior sound

performance and comfort. This E3, Polk will debut its new suite of audiophile grade headsets for Xbox One, PS4, PC and Wii U.

## PRIMA GAMES/BRADYGAMES

3013 SOUTH

New York, NY, USA  
www.primagames.com

Mike Degler, VP & Publisher; Mark Hughes, Sales Director; Katie Hemlock, Marketing Manager; Aaron Lockhart, Senior Licensing Manager; Julie Asbury, Managing Editor, Digital

Prima Games, an imprint of Penguin Random House, joined forces with the team at BradyGames in 2015. Uniting these 2 iconic guide publishers brings 40+ yrs. of expertise, creativity & passion to the video game industry. Whether in print, map apps, video strategy, eGuides, or online @ PrimaGames.com, we help gamers get the most out of their games.

## PRO VS. GI JOE

847 SOUTH

Irvine, CA, USA  
www.provsgijoe.org

## QIHU TECHNOLOGY CO., LTD.

4012 WEST

Beijing, China  
160 ci

Dazhan Shi, Business Director; Jing Zhang, Vice Business Director; Congshu Zhang, Account Manager

We offer comprehensive Internet and mobile security products and services for free to over 400 million Internet users. Our products and services include: Core Security Products, Cloud Storage, Platform Products, Online Advertising, and Internet Value-added Services.

## R.D.S. INDUSTRIES INC

5436 WEST

Torrance, CA, USA  
rdsindustriesinc.com

Richard Smith, President/CEO; Dave Albert, Sales at Large; Dick Lehrberg, International Sales; Cathie Lehrberg, International Sales; Duane Smith, Show Coordinator

Nintendo licensed 3DS, Wii U & Amiibo essentials packs, cases & accessories. Pokemon co-branded 3DS essentials packs, cases & accessories. Sanrio co-branded 3DS essentials packs, cases & accessories. Sony licensed PS4 & PS Vita essentials packs, cases & accessories. Nintendo, Sanrio, Tech Traveler, Bigben Tablet & Mobile cases & accessories.

## RAM ROM GAMES VIDEO GAME DISTRIBUTOR

3558 SOUTH

Madrid, Spain  
www.ramromgames.com

Sundeep Chugani, Director; Parvesh Chugani, Director

Ram Rom Games is a respected and accomplished company established in 2007. Acting as distributors in Spain for many of the sector's leading brands such including Nintendo, Sony & Microsoft, Ram Rom Games holds a customer base that ranges from specialist stores to retail chains present globally, as well as international wholesalers & importers.

## RAZER

www.razerzone.com

## • RIZING GAMES

2823 SOUTH

Cambridge, UK

[www.rizinggames.co.uk](http://www.rizinggames.co.uk)

Michael Warburton, Course Leader/Producer; Sue Breeze, Sector Leader/Producer

Rizing Games is a independent games publishing company based at Cambridge Regional College (CRC) UK, specialising in iOS, Android and PSN platform games. Rizing Games provides learners on CRC's Games Development Course the amazing opportunity to design, develop and publish games, from Puzzle to Platform, Family to Strategy.

## ROUNDTABLE STUDIO

23 SOUTH

Porto Alegre, RS, Brazil  
[www.rountableinc.net](http://www.rountableinc.net)

Teddy Bengtsson, CEO;  
Lisandro Caterina, Senior Operations Manager

Full games localization solution into Latin American Spanish and Brazilian Portuguese for all platforms. Our goal is to make the gamer experience unforgettable by combining top quality translation with superb regional voiceover in a modern studio environment.

ROYAL ELECTRONICS INC  
VIDEO GAME DISTRIBUTOR

OFMR 3810 CONCOURSE

A, USA  
[www.royalelectronics.com](http://www.royalelectronics.com)

Sean Rad, President; Anthony Aguilar, Sales; Paulette Hall, Sales; Ron Lazo, Sales; Sanaz Rad, CFO

The largest stocking Video Game wholesaler in the USA. Microsoft Xbox One, Xbox 360, Sony PS4, PS3, PSV, PSP, Nintendo Wii U, 3DS, 3DS XL. Lowest price, lowest shipping rate.

FREE SHIPPING. Additional discounts. Closeout titles. Please contact us for details and updated lists. The Best Service.

SAMSUNG  
ELECTRONICS CO., LTD.

OFMR 3246 SOUTH, OFMR 3250 SOUTH, OFMR 3254 SOUTH

Richardson, TX, USA  
[www.samsung.com/us](http://www.samsung.com/us)

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems and semiconductors. To discover more, please visit our official website at [www.samsung.com](http://www.samsung.com).

SAVANNAH COLLEGE  
OF ART & DESIGN

3023 SOUTH

Savannah, GA, USA  
[www.scad.edu](http://www.scad.edu)

SEASUN  
HOLDINGS LIMITED.

423 SOUTH

Beijing, China  
[xishanju.com](http://xishanju.com)

## SEGA GAMES CO., LTD

PMR 501A

London, UK  
[www.sega.com](http://www.sega.com)

## • SIMENG TECH LLC

5530 WEST

Shenzhen, Guangdong, China  
[www.ppgun.com](http://www.ppgun.com)

Siming Cao, CEO; Haihua Zhu, Event Marketing & Promotions Representative

Simeng Tech LLC was created in October 2013.

After a year developing and researching, we created a gun-shaped controller for portable equipment--the PP Gun. PP Gun is the first gun-shaped controller for portable equipment in the world.

Simeng Tech LLC is mainly focusing on creating the best peripherals for gamers in the world.

## • SMILEGATE

435 SOUTH

Seongnam, Gyeonggi, Korea  
[www.smilegate.com](http://www.smilegate.com)

Smilegate is the game company behind CROSSFIRE. We continue to build on our success by developing new and exciting titles in a wide variety of genres. With experience in operating and managing game services around the world, Smilegate is steadily laying the path to become a global company.

## • SNAIL GAMES USA

5234 WEST

Santa Monica, CA, USA  
[www.snail.com/en](http://www.snail.com/en)

Jim Tsai, VP; Dan Doughty, Director of Business Development; Tim Hesse, Executive Producer; Grace Zhou, Marketing/PR Specialist; Amy Huang, Trade Show & Event Marketing Manager (HQ)

Snail (Suzhou Snail Digital Technology Co., Ltd.) is a digital entertainment developer with a global presence. The company was founded in 2000 and was China's first studio to create its own 3D online gaming. With more than 50 digital entertainment titles operating worldwide, Snail is a pioneer in cross-platform gaming and innovative gaming hardware.

## SNAKEBYTE / VENOM

OFMR 8604 CONCOURSE

San Diego, CA, USA

[www.snakebyte-group.com](http://www.snakebyte-group.com)  
[www.venomuk.com](http://www.venomuk.com)

## SONIC GAMES INC.

5630 WEST

Vernon, CA, USA  
[www.sonicgaming.com](http://www.sonicgaming.com)

David Dardashti, President; Fred Dardashti, VP; Mayra Tapia, Sales Representative; Eduardo Hernandez, Sales Representative; Israel Rodriguez, Sales Representative

• SONY COMPUTER  
ENTERTAINMENT  
AMERICA LLC

4044 WEST, 4144 WEST,  
4522 WEST, PMR 504, PMR 506,  
PMR 507

San Mateo, CA, USA  
[us.playstation.com](http://us.playstation.com)

Sony Computer Entertainment America LLC (SCEA) has revolutionized home entertainment since the first PlayStation console launched in 1995, and continues to redefine entertainment with its PlayStation family of products. Recognized as an undisputed industry leader, SCEA develops, publishes, markets and distributes software for PS3, PS Vita and PS4 systems in North and South America.

SONY COMPUTER  
ENTERTAINMENT  
EUROPE LIMITED

PMR 515A, PMR 519

London, UK  
[eu.playstation.com](http://eu.playstation.com)

## SQUARE ENIX, INC.

2001 SOUTH, PMR 402B

El Segundo, CA, USA  
[www.square-enix.com](http://www.square-enix.com)

## • STEELSERIES

Mallory Loar, Global PR & Marketing Coordinator; Tori Beebe, Global PR Director; Jamie Kieffer, CMO

SteelSeries is a gaming brand that leads the market in building peripherals with quality, innovation and purpose. The company's passion has been the driving force behind many first-to-market innovations and technologies that continue to become the industry standard and have-to-have requirements of gamers.

## • TAKE-TWO INTERACTIVE SOFTWARE, INC.

Henry Diamond, Senior VP, Corporate Communications & Investor Relations; Alan Lewis, VP, Corporate Communications & Public Affairs; Ryan Jones, 2K - Senior Director of PR, North America; Markus Wilding, 2K - Senior Director, PR, International

Take-Two is a leading developer, publisher and marketer of interactive entertainment through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for consoles, PCs, smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud services. (NASDAQ: TTWO)

## • TEAM17 DIGITAL LTD

PR 2014 S

Chris Eden, Senior Business Development, Consoles; Bethany Aston, Senior PR Executive

Founded in 1990, Team17 Digital Limited is a leading independent developer and digital publisher headquartered in West Yorkshire (UK). Team17 publishes games for PC, console, mobile and handheld devices and other digital platforms. Visit [www.team17.com](http://www.team17.com) for more info.

## TELLTALE GAMES

Kevin Bruner, Founder, Director, President, CEO; Steven Allison, Senior VP of Publishing; Richard Iggo, Senior Director of Marketing; Job Stauffer, Senior Director of PR; John Miller, Director of Third Party Publishing

Telltale Games was recognized by Metacritic as the No. 1 publisher for quality content in 2014 with award-winning series, including The Walking Dead, The Wolf Among Us, and Game of Thrones. 2015 and beyond will see the release of Minecraft: Story Mode, and their groundbreaking "super-show" format products.

## TENCENT AMERICA LLC

Randy Lee, Head of Business Development, North America; Sheloman Byrd, Senior Producer

As the largest game company in the world, Tencent partners with leading game developers and publishers to bring the best games to the world's biggest audience. Specializing in online/mobile free-to-play, Tencent's publishing line includes many of the industry's most popular titles including League of Legends, Call of Duty Online, NBA 2K and FIFA.

## • TINYBUILD GAMES

Luke Burtis, Managing Partner; Alex Nichiporciuk, CEO

tinyBuild Games is an indie developer and publisher. We work with partners around the world to help shape their games and bring them to market.

## TREBBBLE

MacLean Marshall, PR/ Communications Director; Melissa Brown, Events & Trade Show Manager; Keith Hennessey, EU PR/ Communications Manager; Dunja LaRosa, Senior Director, Business Management & Sales

Turtle Beach designs leading-edge audio products for the consumer, commercial, and healthcare markets. As Turtle Beach, the company markets quality console and PC gaming and mobile/tablet headsets for a variety of gamers' needs/budgets. As HyperSound, the company markets pioneering directed audio solutions in retail, consumer electronics, and healthcare.

## TWITCH

San Francisco, CA, USA

Kym Nelson, West Coast Senior VP of Sales; Anthony Danzi, East Coast Senior VP of Sales; Matt DiPietro, VP Consumer Marketing; Andrea Garabedian, Director of Sales Marketing

Twitch is the world's leading social video platform and community for gamers. Each month, more than 100 million community members gather to watch and talk about video games with 1.5 million broadcasters. Twitch's live and video on demand platform caters to the entire video game industry.

## U1 GAME DIGITAL ENTERTAINMENT BEIJING CO., LTD.

Xinjing Zhang, COO

cc Game (Beijing) Co.Ltd, established in May 2007, is China's leading online game developer and operator, representing the cutting-edge Chinese game industry. The business covers development and operation of large client games, webgames, and mobile games.

## • UBISOFT ENTERTAINMENT

Leon Winkler, International Events Associate Manager; Julie Quach, Senior Project Manager; Thomas Prado, Project Manager; Michael Burk, Corporate Communications Director

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms.

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Salt Lake City, UT, USA  
www.eae.utah.eduUOL BOACOMPROA  
OFMR 8308 CONCOURSESao Paulo, Brazil  
icompra.com**Julian Migura, Commercial Director; Christian Borneman, Director of Business Development, Americas; Joao Pott, eSports Director****UOL BoaComproa** monetizes and services more than 4,500 games across multiple platforms in Brazil and Latin America, Portugal, Spain and Turkey. More than 200 online game companies partner with UOL BoaComproa to bring their games to emerging markets, including VALVE, EA, Bigpoint, SmileGate, and Aena Games.

## UZONE

S. 2011

**Daoliang Chen, Business Director****Established in Shanghai in 2014, UZONE specializes in games' overseas distribution and publishing. The company is one of the leading platforms for overseas distribution of Chinese online games, and has established deep cooperation with publishers all over the world.**

## VANCOUVER FILM SCHOOL

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Vancouver, BC, Canada  
www.vfs.edu

## • VERSUS EVIL LLC

5522 WEST

Austin, TX, USA  
www.vsevll.net**Steve Escalante, General Manager; Georgina Verdon, Marketing Director; Johnner Riehl, PR Director, North America (Wonacott); Lance James, Community Director; Audra McIver, PR Director, Europe (Plan of Attack)****Versus Evil** is an indie video game publisher founded on the principles of helping indie developers be financially and creatively successful. Led by group of industry veterans, services include full publishing support including brand marketing, community/social, PR, creative, production, QA, legal, distribution and general business support.VIDEO GAME  
VOTERS NETWORK

WEST HALL LOBBY

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www.videogamevoters.org**The Video Game Voters Network** is an advocacy group focused on celebrating the positive impact of video games in our society and encouraging gamers to participate in the political process. Through legislative outreach, voter registration campaigns and interaction with new media and mainstream media, this network of more than 850,000 individuals protects the rights of gamers and game makers by giving them a voice in American politics.VIDEOGAME  
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Valley Stream, NY, USA  
www.vghmuseum.org

## VIRTUIX INC.

3604 WEST

Houston, TX, USA  
www.virtuix.com

## VIRTUOS

OFMR 8100 CONCOURSE

Shanghai, China  
www.virtuosgames.com**Gilles Langourieux, CEO****Virtuos** is one of the largest game developers, providing the highest quality games and art to publishers and developers worldwide. We have more than 1,000 staff across eight locations worldwide and our clients include 15 of the top 20 digital entertainment publishers.

## • VUZIX CORPORATION

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Portland, OR  
www.vuzix.com**Mike Hallett, Director of Sales****Vuzix Corporation** is a leading supplier of video eyewear and smart glasses products in the consumer, commercial and entertainment markets.WALMART GAMECENTER /  
EGM MEDIA

OFMR 559 SOUTH

Beverly Hills, CA, USA  
www.egmnow.com

## WARGAMING.NET

PMR 407

Nicosia, Cyprus  
www.wargaming.net**Chris Cook, Director of Communications; Dorothy****Ferguson, Director of Business Development; Jennifer Mao, Senior Manager, Licensing & Partnerships; Bryan Nunes, Business Development****Wargaming** is an online game developer and publisher and one of the leaders in the free-to-play MMO market focused on its team-based MMO war series dedicated to the mid-20th century warfare that include the tank warfare title *World of Tanks*, the flight combat *World of Warplanes*, and the naval *World of Warships*.

## • WARHORSE STUDIOS

OFMR 8209 CONCOURSE

Prague, Czech Republic  
www.kingdomcomerpg.com**Martin Klima, CEO; Daniel Vavra, Creative Director; Jiri Rydl, Marketing & PR; Sebastien Pacetti, Business Director****Warhorse** was founded in 2011 by Dan Vavra, creator of *Mafia* and *Mafia 2*, and Martin Klima, formerly of ALTAR (Original War, UFO: \* trilogy). We have an experienced team of industry veterans, with combined track record of dozens games published and millions copies sold.WARNER BROS.  
INTERACTIVE  
ENTERTAINMENT

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Burbank, CA, USA  
www.warnerbros.com**David Haddad, Executive VP & GM; Kevin Kebodeaux, Senior VP, Sales, Americas; Russell Arons, Senior VP, Worldwide Marketing; Greg Ballard, Senior VP, Digital Games, WBIE & WBDD; Peter Wyse, VP, Group General Manager, Production and Development****Warner Bros. Interactive Entertainment**, a division of Warner Bros. Home Entertainment Group, is a leading worldwide publisher, developer, licensor and

distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

• **WHAT'S IN THE BOX? ENTERTAINMENT**  
2651 SOUTH

Austin, TX, USA  
[www.witbertainment.com](http://www.witbertainment.com)

Jonathan Jansma, CEO; Autumn Mason, COO

What's in the Box?  
Entertainment is a very tiny indie company of two people. The game we're working on is a 3D Adventure Puzzle game with fantasy and music based themes. We're small, passionate, and love adventure.

**WIKIA**  
OFMR 8001 CONCOURSE

San Francisco, CA, USA  
[www.wikia.com](http://www.wikia.com)

Craig Palmer, CEO; Walker Jacobs, COO; Bob Huseby, Senior VP, Global Sales; Kelvin Cery, Director, International Sales; Nate Hunt, VP, West Coast Sales

Wikia, The Social Universe for Fans, by Fans, is the home for social fandom and the ultimate source for pop culture, entertainment and gaming expertise. It's the definitive place for fan-authored content on subjects they know and love. Using Wikia, anyone can form new or join 350,000+ communities on desktop, mobile web and 100+ mobile apps.

• **WIRED PRODUCTIONS**  
OFMR 3054 SOUTH

Watford, Hertfordshire, UK  
[www.wiredproductions.com](http://www.wiredproductions.com)

**WIT ENTERTAINMENT**

2562 SOUTH  
Doral, FL, USA  
[www.witgames.com](http://www.witgames.com)

**WIZARDS OF THE COAST**

OFMR 8413 CONCOURSE,  
OFMR 8509 CONCOURSE  
Renton, WA, USA  
[www.wizards.com](http://www.wizards.com)

Liz Lamb-Ferro, Manager, Global Brand Marketing, Magic: The Gathering; Trevor Kidd, Associate Manager, Global Brand Marketing, D&D; Kayla Tippie, Associate Manager, Communications; Gregory Tito, Communications Manager, D&D

We create great branded play experiences! At Wizards, everything starts with great stories, art and innovative game play. From Magic the Gathering to Dungeons & Dragons, our brands offer fans compelling play experiences across multiple media, platforms and expressions including video games, board games, apparel and much more.

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Sandringham, Victoria, Australia  
[www.c31.org.au](http://www.c31.org.au)

**X-GAMES INC**

2658 SOUTH  
Miami, FL, USA  
[www.xgaminginc.com](http://www.xgaminginc.com)

Fernando del Bosque, VP; Walter Caridad, President; Roxana del Bosque, Operations

With a 12,000 square foot facility based in Miami, Florida, X-Games Inc. is a gaming (consoles, accessories, and video games) logistics company, fulfilling distribution needs in the Caribbean, Central and South America. Today

X-Games Inc distributes: Electronic Arts, Ubisoft, Take-Two, Warner Bros., Disney, Square-Enix, NAMCO-BANDAI, Capcom, Konami, etc.

**XPEC ENTERTAINMENT INC.**

OFMR 3046 SOUTH  
New Taipei City, Taiwan  
[www.xpec.com](http://www.xpec.com)

Tiffany Tsou, Assistant Manager, Business Development; Michael Talec, Manager, Business Development; Steven Chen, Director, Business Development

Founded in August 2000, XPEC Entertainment is one of the leading game developers in Asia with both independent development and international publishing capabilities. Presently, XPEC continues to grow its development strength and is actively looking for co-development and licensing partners around the globe.

• **XSEED GAMES**

5212 WEST  
Torrance, CA, USA  
[www.xseedgames.com](http://www.xseedgames.com)

Shinichi Suzuki, President & CEO; Ken Berry, Executive VP; Jimmy Soga, Product Manager

XSEED Games/Marvelous USA, Inc. was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

**YOUTUBE**

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[www.youtube.com](http://www.youtube.com)

• **ZYNGA**

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OFMR 8412 CONCOURSE  
San Francisco, CA, USA  
[zynga.com](http://zynga.com)

Bryan Pope, Director, Product Communications; Melissa Fisher, VP, Investor Relations & Corporate FP&A

Zynga Inc. and NaturalMotion are leading developers of the world's most popular social games played by millions of monthly consumers. The companies have created evergreen franchises such as FarmVille, Zynga Casino and Words With Friends, as well as hit mobile games including CSR Racing, CSR Classics and Clumsy Ninja.



Nyko Type Pad  
for Xbox One



Nyko Cygnus



Nyko Data Bank  
for Xbox One

# NYKO'S AWESOME ADDITIONS

SUPERCHARGED STORAGE, CHAT, AND MOBILE

**T**op-ranked accessory manufacturer Nyko Technologies brings a stellar lineup to this year's E3, offering products that enhance console storage, chat, and charging, as well as a new mobile controller. Nyko's Data Bank for Xbox One is a hard drive expansion that adds external storage to complement the console's internal drive. In addition to adding storage, the unit delivers a sleek look with its built-in LED strip that illuminates while the console connects with the Data Bank.

Also for Xbox One, Nyko's Type Pad is a full keyboard attachment that snaps onto the bottom of the console controllers, enabling users to chat easily with friends during multiplayer gaming sessions. The included mini analog nub has a quick and easy menu navigation

and its unique design allows headsets to operate while the device is plugged in. The Type Pad will ship in late 2015.

The Modular Charge Station for PlayStation 4—also expected in late 2015—is a wireless controller charging dock, which uses the console's USB ports to charge simultaneously two DualShock 4 controllers. Nyko updated the design with two USB pass through ports. Users can now leverage the Charge Station's capabilities without losing access to the PlayStation's USB ports.

Finally, the Cygnus is Nyko's innovative new game controller, compatible with Android set-top boxes and mobile devices. An ergonomic wireless device that runs on AA batteries, the Cygnus game controller launches later this year.

## ARENANET CUTS TO THE HEART OF IT

**GUILD WARS 2: HEART OF THORNS HOOKS PLAYERS WITH EVER-MORE CUSTOMIZABLE MMO**

**A**renanet's *Guild Wars 2* is all about personalizing the massively multiplayer online (MMO) experience, and this year, its ambitious plan is to take that concept even further with the game's first-ever expansion, *Heart of Thorns* for PC.

Gamers will customize their characters in *Hearts of Thorns*' new Mastery system by earning legendary weapons and learning skills like hang gliding. The game's new specializations like Dragonhunter and Chronomancer unlock new traits, skills, and mechanics, while the new Revenant profession grants players the awe-inspiring power of the Mists.

Beyond character customization, a new zone in the game—Heart of the Maguuma

Jungle—lets players make their mark on the world by building their own Guild Halls. Guild Halls provide access to special items, activities, and buffs, and can be used to stage mock battles and display trophies. Best of all, they bring a new Guild-centric profession, the Scribe, which gives the ability to craft useful Guild items.

*Heart of Thorns* also introduces new storylines, challenges, and boss fights, and two new ways for players to compete: a new guild-against-guild Stronghold mode, and a new trap-laden World vs. World map.

From the start, *Guild Wars 2* has focused on bringing gamers the most personal, in-depth MMO experience possible, and the *Heart of Thorns* expansion offers a range of new ways for players to create their own stories.



Guild Wars 2: Heart of Thorns



Guild Wars 2: Heart of Thorns

# MECH WORLD

## ENCORE SOFTWARE DELIVERS OVERTSIZED COMBAT WITH GOLIATH

**L**ots of gamers enjoy nothing more than hard-fought battle in a giant, robotic combat suit. Encore Software's new title *Goliath* takes the mech concept to the max, delivering a new level of strategy by allowing players to build their own mechs from scratch.

Developed by Whalebox Studio (Viking Brothers) and published by Encore Software imprint Viva Media, *Goliath* puts players into a world made from fragments of a hundred ancient civilizations. Players find themselves transported to a place where marooned space ships lie next to wrecked pirate ships—a world that also happens to be roamed by monstrous giants.

To survive against these massive threats, players must build their own mechs from the ground up. These mechanized suits, called Goliaths, are made from a variety of different materials including traditional metal, stone, and wood. However in this game, crafting a Goliath is only the beginning.

Inhabitants of this harsh world also need to scavenge the materials they need to build tools for their survival, such as fortresses for shelter and protection, and specialty items like healing salves. In addition, players must explore the unforgiving land in search of materials and schematics to craft new weapons, armor, and other equipment for their Goliaths. All



of this happens amidst a world-spanning conflict between four powerful factions.

A procedurally generated world ensures that no two games are

identical, and for even more variety players can team up in two-player co-op or take their creations head-to-head in arena combat. *Goliath* is due for Windows, Mac, and Linux in the spring of 2016.

# TO BROWSERS AND BEYOND

## HAMBURG'S INNOGAMES FOCUSES ON GROWTH

**W**ith more than 150 million registered players across its products, German game developer InnoGames achieved a 100 percent increase in U.S. browser game sales and a 500 percent increase on mobile platforms. There are three reasons why: *Forge of Empires*, *Tribal Wars 2*, and *Evenear*—all on display at E3 2015.

*Forge of Empires* showcases InnoGames' browser roots, as well as its adept move toward mobile. This award-winning strategy game lets players—currently 25 million worldwide—build their own cities, wage military campaigns, and practice diplomacy.

In *Tribal Wars 2* players run their own medieval settlements, with real-time strategy matches where players fight for resources and land. Having reached more than one million players during its six-week beta, and with availability across iOS, Android, and web browsers, *Tribal Wars 2* is poised to rival its popular predecessor.

Completing the InnoGames triumvirate is multiplayer city-builder *Evenear*. Recently released,

this browser-based strategic fantasy game lets players choose between Elven or Human, then develop unique empires through trading and fighting.

InnoGames is supporting these titles with television spots on channels like Comedy Central, ESPN, and Fox Network, while the company continues to demonstrate positive momentum through active recruitment efforts and by opening its newest mobile studio in Düsseldorf, Germany.





# SCHOOL OF DREAMS

CLASS IS IN SESSION FOR STUDENT-RUN RIZING GAMES

**M**ost college students play video games in their free time. A dedicated few learn how to make them, preparing to do so in game design after graduation. Students at Cambridge Regional College in the United Kingdom take games education one important step further because this vocational school is home to its very own game publisher: Rizing Games.

Rizing Games is a unique two-year educational program, where students learn game-making by developing games all the way from concept to a real-world release. The program provides instruction in every aspect of game creation: programming, sound design, animation, and market research, not to mention running the company, itself.

Rizing debuted at E3 2014, where planning, financing, and managing the E3 booth was naturally part of the curriculum. Rizing student games garnered interest from companies like Warner Bros. Interactive Entertainment, Sony Computer Entertainment America, and Nintendo of America, Inc. Head of Computer Games Development Michael Warburton said companies at E3 2014 were

blown away by the ages of the students producing commercial releases and running companies.

That interest led to some promising new relationships with the likes of game engine developer Unity Technologies. It also resulted in a £5000 award from the United Kingdom to help finance Rizing Games' E3 2015 appearance. This year, Rizing is showing off an even larger portfolio at E3: a total of 13 student-crafted games for iOS and Android devices.

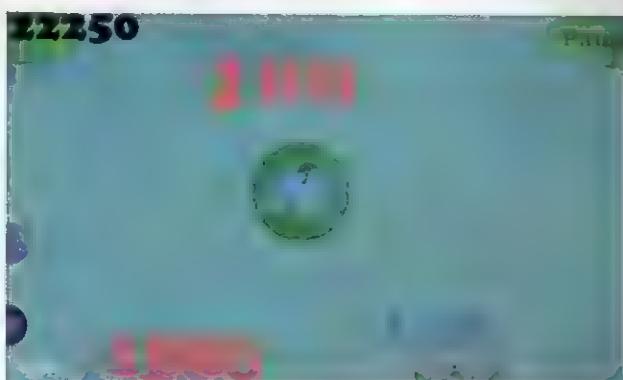
For fans of platform games and puzzle-adventures, Rizing has a generous selection. *Astrooth* is a fantasy-themed title, based on *Castlevania*-style platformers, offering players a sword-swinging protagonist and hand-drawn art. The whimsical puzzle-platformer *Puttrick* requires players to drop bits of its titular, putty-like hero to successfully advance through levels. *Arrow* is a fantasy-themed puzzle-adventure that puts players in the role of archers trapped in a dungeon with only one arrow per floor, and *Catacombed* requires players to escape the catacombs beneath Edinburgh, solving puzzles in a race against time. Finally, *Flikit* is a touch-based puzzle game controlled entirely by—you guessed it—flicking.

Rizing has plenty to offer arcade-action fans, as well. *Neon Defence* is a stylish riff on *Tempest*, where players must hold off swarms of invading triangles by quickly spinning around the screen. *Cellu* takes a different tack, where players must protect a cell from hordes of invading viruses. And *Thorny Troubles* requires players to slash through attacking vines with their bare fingers.

As if that were not enough, the company is paying homage to video games' roots with titles like: *Operation Swarm*, a twin-stick shooter with a sci-fi theme; *Grow Worm*, a modern take on the classic cell-phone game *Snake*; and *Nubis*, a space-themed mix

that brings the fun of pinball and games like *Breakout*.

This is just the start. Thanks to the recent acquisition of a Sony PlayStation Developers license, Rizing Games and its students are looking to expand into development on PlayStation 4 and PlayStation Vita in 2016. Until then, all the above games can be found in the Mobile and Social Gaming Pavilion, South Hall. This is the perfect opportunity to get an inspiring glimpse of the future of video games from an enterprising group of students who are learning by doing.



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# SIMMERING HOT

SIMENG TECH BRINGS A NEW INTERFACE TO MOBILE FIRST-PERSON SHOOTERS

**C**hina-based Simeng Tech LLC has a bold plan to reinvent how players interact with first-person shooter (FPS) games, using a new peripheral the company is showing off at E3 2015.

Though there are a number of gun-shaped controllers on the market for home consoles and PCs, these products are restricted to a fixed screen size. With an FPS on home console, players must turn their heads around to aim at different targets. Simeng Tech effectively uses portable devices to solve this problem, as the company's PP Gun peripheral is the first gun-shaped controller that is built for a wide array of devices. The product is also designed to work flawlessly with virtual reality devices such as the

Oculus Rift and Vive VR. Based around an internal gyroscope, the PP Gun uses a piston vibrator to imitate recoil like the real thing and weight was specifically added to the gun stock to make the device feel more balanced. The magazine underneath the body of the PP Gun is not just for decoration either; instead providing power for the device. The magazine-shaped battery can be used as a portable electric charging station for other portable devices as well, via two USB ports at the top of the unit.

The PP Gun is Simeng Tech's attempt to revolutionize how players interact with first-person shooter games on mobile and it is available for hands-on demos at Simeng Tech's booth in the West Hall.



# BUILD IT AND THEY WILL COME

BITBOX LTD. EXPANDS THE CRAFTING GENRE WITH *LIFE IS FEUDAL*

**F**or those gamers who love exploring massive open worlds, BitBox Ltd. offers *Life Is Feudal: Your Own*. A true sandbox role-playing game, *Life Is Feudal* brings up to 64 players together into their own shared, private world. The players can build homes, castles, and even entire cities on custom-terraformed land, both above and below ground. However, the game's about more than just building.

A free-form battle system allows players to go head-to-head with medieval weapons, swinging freely and aiming strategically to exploit the game's ultra-realistic damage system. Players can even group into realistic battle formations, earning bonuses for their squads based on the overall quality of their organization.

For those who prefer their medieval lifestyle with fewer battles, the

game supports a vast array of creative pursuits, including crafting, cooking, alchemy, farming, and animal husbandry. Since no role-playing game would be complete without an extensive progression system, *Life Is Feudal* brings it all together, tying progression speed to the quality of food each player's character consumes.

Currently available for PC on Steam Early Access, *Life Is Feudal*

is due for full release this fall. However, this is just the start, because in 2016, BitBox plans to expand the experience with *Life Is Feudal: MMO*, which will bring all the activities of *Life Is Feudal: Your Own* into a vast, shared, persistent world. The game will introduce new features like guild-versus-guild battles, global politics, and trading—and making a big game even bigger.



*Life Is Feudal: Your Own*



*Life Is Feudal: Your Own*

You might know **Joshua**. He loves video games, and he owns enough to know they're not all meant for kids. That's why he reminds his friends (at least the ones that have kids) that they all have **big black letters on the box** to help parents find the ones that are best for their families.

You can learn about those ratings at **ESRB.org**.



Los Angeles, CA



# FAN-FAVORITES FEATURED IN CAPCOM'S E3 LINEUP

PUBLISHER SHOWS LARGEST STREET FIGHTER V TO DATE

This year, Capcom U.S.A., Inc. arrives at E3 with a selection of new and exciting games from some of its best-loved franchises. *Street Fighter V* expands the legendary competitive fighting series with an exciting new entry, and the publisher spotlights three additional releases that put new spins on critically acclaimed favorites.

Coming exclusively to PlayStation 4 (PS4) and PC, *Street Fighter V* is the latest edition in the influential fighting game series. *Street Fighter V* runs on Unreal Engine 4 and features returning combatants like Ryu, Chun-Li, and M. Bison engaging in tense one-on-one battles. Capcom plans to connect the platforms' online components so that all players may duel

against each other in a single community—and the Capcom Pro Tour is available for the best of the best to compete in person. A release date for *Street Fighter V* has not yet been announced.

*Mega Man Legacy Collection* reflects on that platforming-action series' origins, delivering the first six *Mega Man* games, which were originally released on the Nintendo Entertainment System. Each game has been remastered in HD for a crisp look, and the package includes a new challenge mode, as well as a museum with special behind-the-scenes content. Developed by Digital Eclipse, *Mega Man Legacy Collection* will release on Xbox One, PS4, and PC this summer, with a Nintendo 3DS version following in the winter. Before that, Capcom fans can

get a burst of pulse-pounding action with *Devil May Cry 4: Special Edition*, which releases on June 23. The downloadable game updates the original 2008 entry with 1080p resolution support and updated textures. The remastered Xbox One, PS4, and PC versions are expanding to add more playable characters, modes, and player costumes.

Capcom has yet another significant update on the horizon: a remastered edition of *Resident Evil Zero*, which first hit GameCube in 2002. This version of the survival-horror prequel features enhanced graphics, along with remastered surround sound and an optional new control scheme. It will launch on PS4, Xbox One, PlayStation 3, Xbox 360, and PC in early 2016.



## SHOWFLOOR UPDATE

### COMPANY NAME

### BOOTH

HARMONIX MUSIC SYSTEMS, INC.

OFMR 3047 SOUTH

MAD CATZ INC.

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# PHOTO GALLERY

ALL THE ACTION FROM THE  
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2015





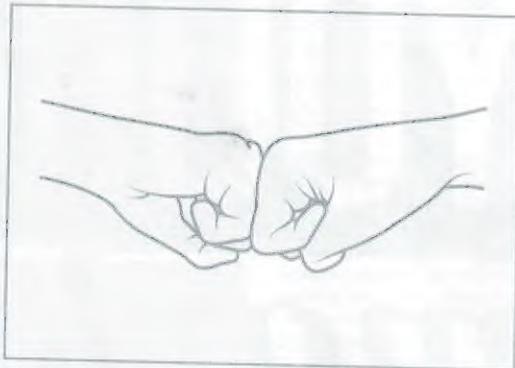
Clockwise from top-left:  
**HULK TOTALLY SMASH EVERYTHING**; Verne Troyer vs. the *Walking Dead*; Kanye West is gonna let ESA Senior VP Rich Taylor finish, but this is one of the best E3s of all-time; photographic evidence of the new *Disney Infinity 3.0 Edition* figures; the crowd can't wait for E3 2016!



Clockwise from top-left:  
*Friday Night Lights* star Scott Porter enjoying E3; Mad Max's car is way cooler than yours; we heard you like the *Show Daily*, so we put the *Show Daily* in the *Show Daily*; the E3 team says thanks for coming; *Skylanders SuperChargers* lookin' good; it's *Payday*; *Dark Souls III* is going to find you, and it's going to get you.



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